



Communications Guidelines

For Trelish Foods & Beverages



Objectives

1. Defining the considerations
 - a. Audience
 - b. Trelish as a brand
2. Deriving communication recommendations based on above
 - a. Identify focus topics
 - b. Discuss the SEO stand-point
 - c. Define actionable pointers

Defining the Considerations



Key Considerations - Audience

- Age Group - 22 - 50
- Men have expressed more inquisitiveness towards product, purchases primarily done by women
- Middle class and upper middle class (not upper class)
- Aspirational & enterprising
- Preference for a VFM & hassle-free product
- Experimental - previously exposed to instant coffee and/or ground coffee

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Key Considerations - Audience

Continued...

- Seeking/approaching experiences, be it -
 - A middle-aged mother setting up her home-baking business
 - A graduation college student taking their first solo trip (with/without informing people)
 - A senior citizen exploring sizzlers at their grandkids' request
- However, the radicality of the actions they take isn't the point.
- These actions are merely suggestive that someone discovering liquid brews for the first time would need to be communicated with accordingly. Focus on ease and relatability.



Foundation of Trelish

Trelish's personality is best described as -

- Carefree yet conscious - exercises freedom, however knows its own limits and constraints
- Straightforward and witty, yet not rude/misbehaving
- Feel-good
- Practical
- Empathetic and loyal

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Foundation of Trelish

Continued...

- Easy-going and hassle-free
- Seeker of experiences, yet not a fan of unnecessary complications
- Progressive yet rooted - Modern in beliefs yet cherishes simpler joys
- Not pretentious
- Inclusive - regardless of age, gender identification, caste, creed, ethnicity, ideals, religion, interests

Defining the Guidelines



Recommendations for Trelish's Communications

Considering these attributes and facets of personality, Trelish's communication guidelines (across the board) can be defined as -

- Say more in less words (especially works for social media)
- However can dabble into deeper thoughts & long-form content at times (applies to social media as well)
- Avoid complicated communications & getting into technicality (ex: how do we roast our coffee)
- Use simpler words (ex: lovely/beautiful instead of exquisite)
- Have quick and witty comebacks and commentary on situations
- Comment on opportunities and trends, yet avoid controversies, political, or religious commentary

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Recommendations for Trelish's Communications

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- Cheerful & fun to read
- Give friendly and practical advice
- Motivating its community to take a break, practise self-care, and shoot for stars
 - However, avoid overt motivation (ex: Gary Vaynerchuk)
- Supportive & educative - yet not encyclopedic
- Not insensitive & doesn't support bullying



Things We Talk About

Focus Topics

- Product - ease of use, a ticket to go places (or bring them to you), and VFM
- Relatable real-life experiences - may be product related or not
- Ideas, dreams, and hopes
- Trends, memes, and puns



Website - The SEO Stand-Point

Organic discoverability is driven by **Quality of content** - relevance to search phrases, keyword usage, etc

Key Considerations -

- Liquid Brew is not a very commonly used term. Commonly used/searched for terms include -

| Keywords | Avg. Search Volume (Monthly) |
|----------------------------------|------------------------------|
| coffee decoction | 5000 |
| id filter coffee | 5000 |
| filter coffee decoction | 500 |
| id coffee decoction sachet price | 50 |

Data time-frame -
1 Feb, 2021 - 1 Jan, 2022

Results Against Search Phrase - 'Liquid Coffee Decoction'

3/8/22, 1:01 AM liquid coffee decoction - Google Search

liquid coffee decoction

Shop liquid coffee decoction

| | | | | | |
|--|--------------------------|--|-------------------------|--|--|
| | | | | | |
| ₹349 Rage Coffee Special offer | ₹150 Amazon.in | ₹450 Wingreens ... Free delivery | ₹119 Flipkart | ₹299 Country Bean Buy 2 and s... | ₹349 Rage Coffee Special offer |

Ads - <https://www.ragecoffee.com/> - Flavoured Liquid Coffee - Starting @ ₹349

Free Premium Coffee Frother - Use Code BARISTA. 100% Ethiopian Arabica Beans. Infused with 6 Natural Vitamins. Turbocharge Your Day. 100% Natural. Clean Taste. Free Shipping. Types: Combo Pack, Jar, Coffee Mug.

| | |
|---|--|
| Ground Coffee Starts From Rs 499-100% Arabica Beans | Sachet Shots Check the Pricing Of the Available Instant Coffee Sachet Shots. |
|---|--|

<https://www.amazon.in/NESCAFE-Sunrise-Liquid-Co-...>
NESCAFE SUNRISE Liquid Coffee Decoction, 240 ml (12 ...
NESCAFÉ SUNRISE Premium Liquid Decoction is a ready to use decoction to get the perfect filter coffee experience. The finest quality coffee beans are roasted to ...
Rating: 3.2 - 681 reviews

<https://www.amazon.in/ID-Filter-Coffee-Decoction-15-...>
ID Filter Coffee Decoction, 150ml - Amazon.in
An expert blend of 80% coffee (Arabica and Robusta) and 20% chicory, follows a traditional recipe and drip-brewing process that results in a dark coffee liquid ...
Rating: 4.3 - 627 reviews

People also ask

What is a coffee decoction?
What is liquid coffee?
How do you make coffee filters with liquid coffee?
How do I make my coffee decoction thicker?

Videos

NESCAFE Sunrise Liquid Coffee Decoction With Making Video
YouTube - TRT4u
06-Jun-2021
ID Filter coffee decoction| Filter coffee review| South Indian ...

https://www.google.com/search?q=liquid+coffee+decoction&fz=1C1CHBP_enIN83N83&ooq=liquid+coffee+...

3/8/22, 1:01 AM liquid coffee decoction - Google Search

ID Instant Filter Coffee Liquid - Filter Coffee at home, Instantly
YouTube - ID Fresh Food
23-Feb-2021
View all

<https://www.bigbasket.com/INSTANT-COFFEE>
NESCAFE SUNRISE Liquid Coffee Decoction - BigBasket
Nescafe Sunrise Premium Blend Liquid Decoction is a brewed coffee. It is made with the finest quality best-selected coffee beans, it contains 6.3% chicory.
Rating: 4.1 - 19 votes - ₹130.00 - In stock

<https://www.bigbasket.com/INSTANT-COFFEE>
ID Traditional Filter Coffee Decoction, 150 ml - BigBasket
ID Traditional Filter Coffee Decoction is made of a blend of 80% coffee and 20% chicory. It is a perfect way to enjoy traditional filter coffee.
Rating: 4.1 - 1,949 votes - ₹80.80 - In stock

<https://www.idfreshfood.com/filter-coffee>
Filter Coffee - ID Fresh Food
ID Filter Coffee fits perfectly, no matter the situation. After all, there's no time ... All you have to do is pour the decoction, add milk and sugar to it.

<https://www.flipkart.com/IG-100-authentic-ready-use-...>
600ml Coffee Liquid (150ml x 4) | Add Hot Milk and Sugar ...
ID 100% Authentic Ready to Use, Instant Filter Coffee Decoction 30 Cups | 600ml Coffee Liquid (150ml x 4) | Add Hot Milk and Sugar to Taste Filter Coffee (4 x ...

<https://www.nescafe.com/Home/Our-Coffees>
NESCAFÉ Sunrise Premium Liquid Decoction | Nescafe | IN
NESCAFÉ SUNRISE Premium Liquid Decoction is a ready to use decoction to get the perfect filter coffee experience. The finest quality coffee beans are ...

<https://www.indiamart.com/Instant-Coffee>
Liquid Tanjore Filter Coffee Decoction - IndiaMART
Tanjore Degree Coffee - Offering Liquid Tanjore Filter Coffee Decoction at Rs. 80200/ml in Chennai, Tamil Nadu. Read about company.
₹80.00

<https://kimerahome.com/TEA/COFFEE/TEA>
ID INSTANT FILTER COFFEE LIQUID 20 ML PACK OF 5
ID Fresh Filter Coffee Decoction. Can be used to make traditional filter coffee, confectioneries and cold coffee. Single-Serve, Quick-Cup, Travel Sachet, Zero ...

Ad - <http://www.amazon.in/> - Liquid coffee decoction - Upto 40% off on Grocery Items.
Shop from variety of products at the Grocery & Gourmet Foods store. Pay COD*. Top Brands. No Cost EMI Available. Low Prices. Huge Selection. Best Deals. Easy & Fast Delivery.
Rating for amazon.in: 4.1 - 405 reviews
Great deals on Lipsticks - Amazon Assamant - Watches from top brands - Kindle e-readers

Related searches

| | |
|---------------------------------|--------------------------------|
| sunrise liquid coffee decoction | liquid decoction |
| filter coffee decoction | nescafe liquid decoction price |
| nescafe liquid coffee decoction | nescafe sunrise liquid |



Actionable Pointers

On Website -

- Focus on the product, its USPs, and experiences
- Be informative but not too technical
- Use of relevant keywords and keyphrases (as highlighted in previous page)
- Get to the point quickly, expand later (especially applies while defining product attributes or blogs).

Extending this to copy -

- Headlines - Short (less than 7 words) and aimed to drive attention - swift, impactful, and intriguing
- Subheadings - Can go slightly longer (but still limit to 15 words) and aimed at expanding and adding context to headline - clarifying and meaningful

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Actionable Pointers

Continued...

On Social Media & Other Extensions -

- Focus on relatability & shareability of content
- For most media formats, audience today barely consume the first line, if at all. So, even when describing certain situations, people, or emotions, open with a small one-liner (less than 15 words).
And switch to next paragraph.
- Portray the product majorly as a companion & enabler
- Cliches and stereotypes do work - however use them sparingly

Thank you

