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SCOOTER'S CELEBRATES EDGY SPIRIT OF YOUNG CUSTOMERS

Customers vote on 'quirkiest characters in town'

Omaha, NE. - Scooter's Coffeehouse is upping the marketing ante in the specialty coffee industry by linking its gourmet java to customers who are 'characters.'

The Nebraska-based chain (83 units) is emphasizing the creative spirit of its younger customers by inviting the public to vote on their 'favorite character' in-store as well as online at scooterscoffeehouse.com.

Scooter's CEO, Tom Townsend, explained the consumer message, Coffee with Character:

"Nothing is bland at Scooter's. Distinctive customers, unique coffees and special baristas who are personalities. The word 'character' wraps it all up."

The Scooter's campaign employs a similar advertising strategy as Apple's 'Think Different' campaign, which attracted young, creative types in the early nineties by showcasing iconoclasts like Mahatma Gandhi and Martin Luther King. Scooter's goes one step further by accenting the visuals of characters with tongue-in-cheek humor that is showcased in print ads, blogs and Facebook postings.



According to Townsend, Scooter's web site traffic doubled between 9/1 and 10/1.

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WHO ARE THESE PEOPLE, ANYWAY?

The coffee campaign rotates around photographic images of six people who are visually unique. A mysterious man with a floating cup of coffee. A young woman with a Salvador Dali-style mustache. Another man moved to tears by his java. A seductive-looking gal with a night-time coffee attitude.

The black-and-white images are posted near the service counters of the coffeehouse chain as well as online at scooterscoffeehouse.com.

CUSTOMERS VOTE ON BEST CHARACTER

Scooter's gives its customers a fifty-cent-off coupon when they vote on the most interesting personality or character. In the next phase of the campaign, the public will also be invited to submit their own photos of interesting-looking characters.



Scooter's Townsend concludes: "Each of us connects with the characters in our own personal way. We're creating value through imagination, fantasy and customer participation. This is the next wave of experiential marketing."

The photographic images were taken by Bill Sitzman of Minor White Studios in Omaha. The campaign was coordinated by Omegapoint and e-Growth, online marketing specialists. The firms have collaborated to help Scooter's integrate its messaging.

To learn more about Scooter's characters, contact Lynn Hinderaker at 402 934 9909.

To learn more about Scooter's, contact Tom Townsend at 402 614 1723.

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