



Following the past few years, in which Café Café demonstrated impressive growth rates, becoming Israel's largest chain of coffee houses, the chain has managed a rebranding process designed to reinforce positioning of the chain's branches as place of fun and recreation that connects people to one another

The coffee house chain Café Café was founded in 2001 by businessman Ronen Nimni and his partner Mickey Teal. The first branch of the chain opened on Masryk Square in Tel-Aviv. Today, 12 years later, the chain includes 130 branches spread across Israel and operated through franchisers.

## The Competitive Environment

The coffee house sector in Israel has, in recent years, recorded significant and steady growth. Several national chains operate in Israel alongside hundreds of independent coffee houses. Other competitors in the field include bakeries and pastry shops that offer coffee alongside pastries, sandwiches and cakes.

## The Marketing Challenge

Over the past several years, Café Café has become the largest chain in the coffee houses sector in Israel. Subsequently, the chain's main challenge over the past two years has been maintaining its status while providing lateral support for the position of the brand in the various branches across the country.

Another challenge faced by the chain involved generating the growth of the entire category in order to position coffee houses in general and its branches in particular as a high-grade recreation option for a wide range of populations.

In addition, the chain must maintain consistently high standards in all branches, in order to create a sense of

uniform identity, and to cause consumers to enter its branches even when outside of their natural neighborhood environment, where 'their' café is located.

## The Creative Solutions

Following the rapid growth of recent years, Café Café realized that in order to meet its marketing challenges, the brand must define for itself a uniform conceptual territory under which all chain branches would operate. As a result, in 2012, the chain decided to refresh its brand strategy while updating its tone of voice, upgrading its menu and rebranding the branches.

## The Rebranding Process

The main insight that underlies the rebranding process is that a café is a place that connects people, and a place that is connected to the environment. People are the source of a café's atmosphere, and chain branches comprise an open stage for human interaction, facilitating planned or incidental encounters between people. Every branch grows from its immediate environment, constituting a microcosm of that environment.

Another realization was that hospitality is the heart of the matter, and that the Café Café chain strives to be pleasant and inviting to everyone, while offering high service standards and a diverse menu.

Furthermore, the rebranding process is designed to continue to reinforce the chain's status as more than just a functional dining solution – a place that is a source of



recreation and enjoyment. The underlying concept behind this move was to reinforce the chain branches' status as the location of choice every time a customer wants to spend quality fun time (such as a family gathering, a work meeting or just rest and relaxation).

As a result of these insights, the slogan selected to spearhead the rebranding effort was "Better Together". The meaning behind the slogan: everything that we do, is done better when done together, and the chain branches offers an ideal environment to create enjoyable togetherness.

On the marketing level, the brand created a new communication language that was incorporated throughout the chain, from branch design through product packaging to marketing communication in the various media.

On the product and experience level, the chain needed to adjust the new language to the various branches, each of which serves different populations with completely different demographics. Subsequently, the chain focused on its marketing promise while simultaneously creating a menu based on a selection of models, such as express, family, bar, work, etc. Every branch can choose the modules suitable for its location, target audiences it serves and consumer opportunities, from the chain's diverse menu.





[www.cafecafe.co.il](http://www.cafecafe.co.il)



## Things You Didn't Know About Café Café

- Chain CEO Noam Zimmerman began his way at Café Café as a franchiser 7 years ago.
- The most popular product in the chain is the Haloumi salad.
- The culinary advisor for the new Café Café menu is Chef Aviv Moshe.
- The chain was the first to join Miki Haimovich's Meatless Monday project.

## Activities in the Digital Arena

As part of the overall strategic move, the decision was made in the chain to channel the majority of the marketing budget towards digital media, and several unique activities were conducted based on the social media channels:

**Facebook** – The brand's Facebook page incorporates the story behind the brand, along with the creation of significant value for visitors to the site around dishes from the menu and experiences at the branches. For example, a fixed space on the page host a character known as 'Danit the Waitress', that uploaded amusing status of a chain waitress.

In another activity conducted this year under the name "Greetings at the Café", the chain invited visitors to

create greetings during the cold winter days through a dedicated application. During the second stage of the move, a chain barman copied and 'painted' the greetings in the foam on real coffee.

**Instagram** – Café Café was among the first brands in Israel to successfully adopt the picture-based social network in the Israeli market. This year, an Instagram activity took place under the title of "filters aren't just for coffee", in which the level of involvement and engagement of network users was measured, and leading participants won an insulated mug as a prize.

**YouTube** – during the year, the chain conducted an effort named "Harlem (Milk) Shake", designed to support the limited edition of a beverage called the Harlem Milkshake. During the activity, a Harlem Shake video was uploaded

to YouTube, starring chain employees. A special mini-site was also created and offered a discount coupon for the new product.

**WhatsApp** – In order to communicate the "Better Together" message, activity was conducted, centered on the idea of finding the best WhatsApp group to give a free coffee meeting.

Every visitor who entered the activity was asked to answer a series of questions and create a unique link to embed in their favorite WhatsApp group. Afterwards, group members had to enter the link and answer another series of questions. At the end of the process, "Danit the Waitress" invited the visitors to add her to their WhatsApp group, in exchange for receiving another opportunity to win prizes.



**2001**

The chain's first branch is founded on Masyrk Square in Tel-Aviv.

**2005**

Café Café opens its first branch outside of Israel in Sofia, Bulgaria.

**2009**

The chain reaches national spread with 90 branches.

**2012**

The chain launches express format "CaféCafégo".

**2013**

The chain launches a rebranding effort under the concept "Better Together".