



PURPOSE

Underground Brew Café invites everyone to get to know Costa Rica's specialty coffees in a unique, different place. A calm, underground setting where one can experience what coffee can be like.

VALUES

UBC most important values are:

- UBC aims for simplicity. Homemade cakes, pies, sandwiches. And specialty coffee. No unnecessary complexity here. No marshmallows in your coffee or a seasonal menu: simple can be good.
- UBC serves specialty coffee. No regular commercial brands. We respect the product.
- At UBC, one will find good, underground music. Deep house. Music is part of the identity.
- UBC is different. It does things the way UBC wants to do it. It's distinct and against the flow.
- At UBC, everyone is welcome. No discrimination, no racism. We are an open, accessible and friendly place. We offer you an underground home.

TARGET AUDIENCE

UBC is a place where everyone is welcome, no matter their age, gender or culture. We are open and accessible. UBC receives both tourists and locals. Most people are between 25-45 years old.

They are open-minded people, sometimes curious to learn more about coffee. They come both solo as in couples or groups. They appreciate a calm place and good, deep house music.

PRODUCT

UBC provides guests with great and caring customer service, specialty coffee, homemade cake & pies, two types of sandwiches and good music. This is all delivered in a calm and relaxed environment.

Coffees are prepared with intention, passion and skill. UBC assures visitors get more value for their money.

Thanks to the small scale of the café, there is extra attention to detail, customer care and quality. Visitors of UBC are able to feel at home, like this is their place. They identify with UBC on multiple levels.

USP

Underground Brew Café is the only coffee place in San José that offers guests the option to have specialty coffee, homemade pies and delicious sandwiches in a unique, hidden location. This is delivered through quality, skill, care and attention.

UBC creates the opportunity for people to learn about Costa Rican coffee in San José, while also providing them with a place that they can start to call home. It's an underground club that you can become a part of.

MESSAGES

The following statements should be known by everyone involved with UBC. These are the messages we want people to know and remember about UBC.

- UBC serves specialty coffees.
- At UBC, coffees are prepared with attention, skill and care.
- At UBC, everybody is welcome. It's an open place where discrimination and racism don't exist.
- UBC has a great taste in deep house music.
- UBC stands for simplicity. No Oreos or seasonal menus, but respect for the product and homemade pies and sandwiches. It's not pretentious.
- At UBC, you know what to expect. Quality coffee, good customer service, a cosy feeling, great deep house music, delicious sandwiches, homemade cakes and pies.

PERSONALITY

UBC is like a unique yet very open and friendly club where everybody is welcome. It's this person that welcomes you with a smile no matter your background. UBC knows what he stands for and is not afraid to be different. He follows his own path. He is warm and accessible but has two feet on the ground.

- Simple
- Open
- Strong
- Skilled
- Friendly

All content should always match these keywords.



SPARK

Photo

- Mouth-watering pictures of cakes, pie and sandwiches
- Prepared coffees
- Interior
- Shop

Video - think 10 second clips

- Short clips of preparing sandwiches (cheese dripping onto the grill)
- Short clips of pies/cakes (coming out of the oven)
- Showing busy UBC
- Marshall playing music
- GIFs or Flixel with text over-lay naming member benefits

Graphic

- Shareable coffee quotes
- General coffee facts (not UBC related), benefits of coffee
- Promote UBER Eats and AirBnB experience

Text

- 5 Great Coffee Combinations
- 5 Reasons to be a UBC Club Member
- 10 Things every Coffee Fanatic should know

FOSTER

Photo

- Coffee tastings
- Coffee workshop
- Preparation of: coffees, cakes, pies, sandwiches
- Coffee tools
- Coffee bag (specific) with information in caption
- Producers, farms, origin beans

Video - 10 to 30 seconds

- Coffee making-of
- Cake & pie making-of
- Sandwich making-of
- Coffee preparation tips
- Tutorials and how-to videos by Juan himself!
- How-to-find UBC
- Short fragments from other interesting videos about coffee (share links, movie titles)

Graphic

- Answers to FAQ
- Promote UBC membership
- Regular visitor recommendations (what's their favorite coffee, why do they come to UBC, share quotes from them)
- Brewing and coffee preparation tips
- Coffee facts (about the coffees that are being served at UBC)
- Informative cards (both in-store and online) about origin, characteristics, etc.
- UBC new favorite song/playlist

Text

- Share articles from blogs and websites about UBC/coffee
- Share reviews

Membership (/WhatsApp)

- Share information about/invite:
 - Upcoming coffee tastings
 - New coffee
 - Discounts
 - Special deals for members
 - Check-in after someone bought coffee: how's the coffee?
- Spotify and Soundcloud list
- Special UBC member events
- Sample give-aways

When you invite members through WhatsApp, you can regard this as Move content as well.

MOVE

Photo

Photos with text over-lay that stimulates interaction. For example:

- New coffee beans
- Photo of what's on sale
- Photo of product (lemon pie, sandwich, coffee) with a promotion text in caption or over the photo. 'Today 2x1 on lemon pie', those kind of things.

Video

- Workshop or coffee tasting promotion clips
- Compilations from workshops or coffee tastings ('after-movies')

Graphic

- Announcement of:
 - Coffee tasting
 - Coffee workshop
 - Special discount or deal
 - Spots left

Other

Contest

- Tag/Like/Respond/Share and win a... free coffee, lemon pie, etc.
- Best photo contest

Influencers

- Let them promote special discounts or the membership

Before posting, please check

For all content:

- Does this post fit the UBC messages and personality?
- Why do you think the chosen type of content work well for UBC's audience?
- Which feeling or thought do we want to provoke with this content?

In case of 'Foster'-content, check:

- Would we be able to create a series of this content? If so, how?

In case of 'Move'-content, check:

- How does this content motivate UBC's potential client to undertake action?