Scripps Innovation Challenge
#10. Craft a Strategy to Get More Young People to Consume News

Daily dose of coffee with a splash of news
News Stickers for Coffee Cups

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An everyday routine!

400 million cups of coffee are consumed per day in America

150 million people drink coffee in America

Coffee drinkers consume an average 3.1 cups per day in America

Independent coffee shops make about $12 billion in annual sales

Our idea!

Will Ohio benefit from Google data-collection settlement?

Subscribe to Ogden with Discount code WHT003

Read more

www.tinyurl.com/ch382n6

Tinyurl

News headline

Ogden Newspapers

News Stickers for Coffee Cups
How will it work?

1. Newspapers collaborate with coffee shops to reach a mutually beneficial arrangement.

2. Newspapers create sticker and distribute them to coffee shops.

3. Coffee shop attendants affix stickers on every coffee cup they sell.

4. Will Ohio benefit from Google data-collection settlement?

5. Customers read news headline on coffee cup.

6. Customers interested in reading more can access the website via the QR code or URL.

7. Customers access webpage and they can also subscribe using the discount code.
Why will it work?

» Mutually beneficial for newspapers and coffee shops
» Leverages existing resources of newspapers and coffee shops (printing press, circulation, labour)
» Newspapers and coffee shop are familiar with the process
» Newspapers can supplement revenue through subscriptions
» Use of mobile phone technology
» Short and frequent messages (headlines)
» Age and location specific
» Measurable and scalable (daily, weekly, local, national)