Challenge: # 10

Daily dose of coffee with a splash of news

News Stickers for Coffee Cups

In today’s world of information overload, it is pertinent to deliver simple and concise news that consumers find relevant. Studies have revealed that the average person is confronted with about 174 newspapers worth of information daily. People tend to actively seek information they regard more relevant to their situation. News agencies must now endeavor to attract readers to access their news, especially as young audiences are heavily bombarded with information online.

The proposed idea is to create stickers with a single news headline that will be placed on coffee cups in cafes. Single news headlines break through the clutter of information as it sifts through the daily information overload and points readers to one specific news story. Using coffee cups as a medium is most suitable because of the sheer quantity of coffee consumed on a daily basis. America is the leading consumer of coffee in the world; about 400 million cups of coffee are consumed per day. At 65%, coffee is primarily consumed during breakfast hours with 30% in between meals and the rest with other meals. Independent coffee shops make about $12 billion in annual sales.

The news headlines will be published and printed daily by the news agencies in the form a sticker. The individual stickers carry various news headlines that will accompany the newspapers to be distributed to coffee shops. Each sticker will have a single news item with a quick response code (QR code) and a shorten url that links directly to the story on the newspaper’s website. QR codes are two dimensional barcode systems originally developed in Japan. A study conducted by comScore Inc. revealed that 14 million Americans used their smartphones to scan QR codes in June 2011. Half of the QR code scanners were between ages 18 and 35.

Some of the advantages of this idea are that news headlines are presented as easily discernible chunks of information, therefore allowing easy assimilation. QR codes will allow customers access the news items they find useful. Once they access the website there is the opportunity to invite them to read other articles that may be related to the initial news item. It is a relatively inexpensive way of driving traffic to the newspapers website and at the same time show relevant news items in small bits to individuals. Coffee shops may be given free advertizing space.

In the future, this idea might be applied to various platforms. The use of the QR codes is also a resourceful hub of information to the news agencies as they may measure reach and readership.