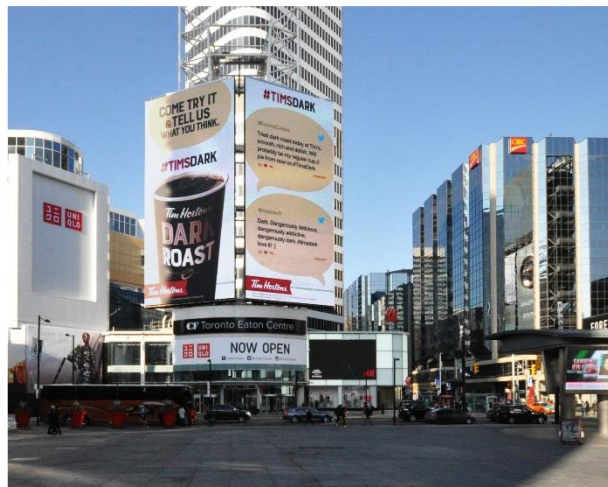


Consumer Research: Tim Hortons

To promote their improved "Dark Roast" coffee they integrated a live Twitter feed into their creative, featuring up-to-date tweets from customers commenting on the "new and improved" coffee.



Media Agency: Ogilvy Canada (Toronto)
Creative Agency: UM Canada
Year: 2017

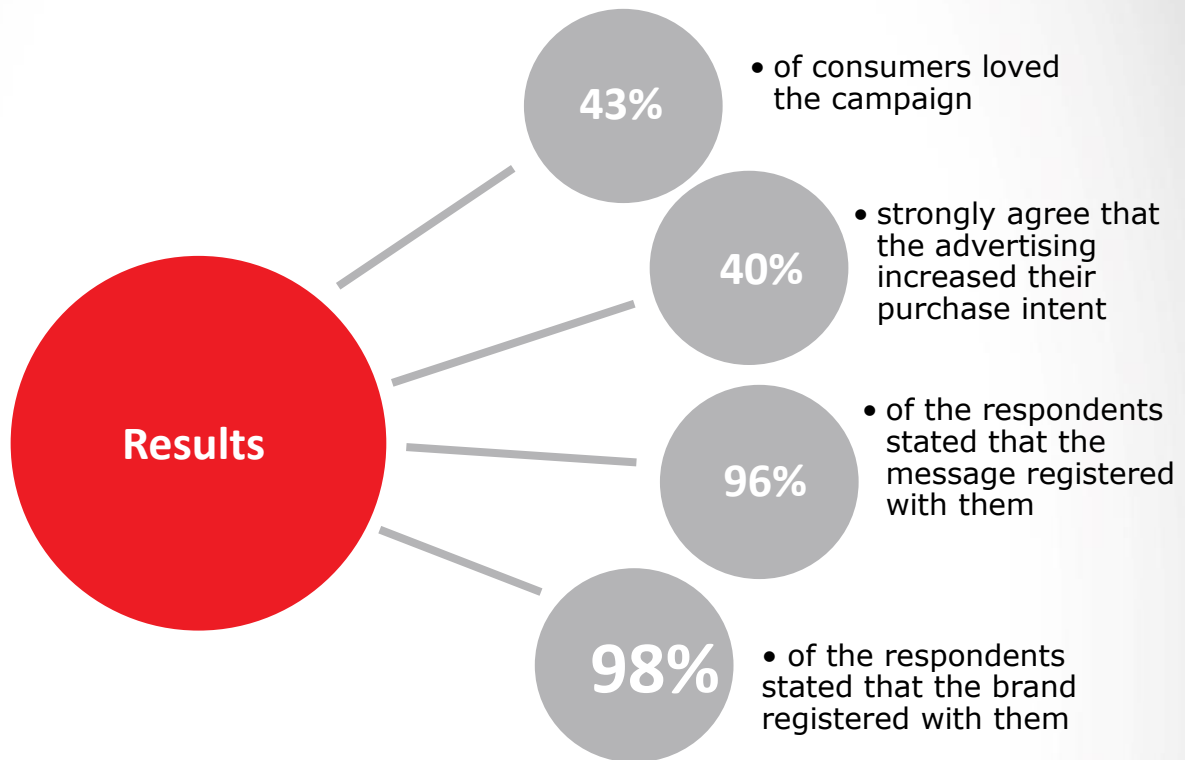


Research Sample

- 400 Adults 18-64
- Purchased coffee in the past 3 months
- Market: Toronto

Main Message Key Feedback

- Clear identification of a 2-pronged message: improved dark roast based on consumer feedback.



▶ Consumer Comments on Main Message

"Buy Tim Hortons Dark Roast coffee"

"Dark Roast Coffee is the best"

"New darker roast coffee"

"Try Tim's Dark Roast"

Source: BrandSpark Consumer Panel 2017