

AdImages Drinkware Why Sell Coffee Mugs?

(Revised March 2010)

Background

In the USA alone there are **over 125 million coffee drinkers...**

- People drink an average of 3.2 cups of coffee per day
- 125 million people times 3.2 cups per day equals 400 million cups of coffee every 24 hours and the potential for 1.2 billion ad impressions per day.
- Coffee is second only to oil as the largest commodity traded

Benefits and Points-of-Differentiation:

Cost of an imprinted Classic 11oz C- Handle Mug has dropped from an average selling price of \$5.00 to under \$3.00. (40% decrease in last 30 years)

- While the mug price has decreased, the average cost of a cup of coffee has gone from \$0.25 to over \$2.00 (93% increase)
- Clearly indicating that Consumers are still in love with the popular beverage.

Coffee drinkers fit a broad based demographic profile

- 71% of the people over 60 years old drink coffee
- 47% of the 25-39 age range drink coffee every day
- The all important 18-24 year olds, nearly one-third drink coffee.

Cost per impression is low and will most likely invoke a positive response

- The first cup of coffee in the morning is quite often one of the initial things seen and chances to make an impression.
- Think about your Favorite Coffee Mug? How long have you had it? Do you know what it says on it?
- I have had my favorite mug for over 8 years. That's almost 3,000 days using this same mug.
- Talk about a great value, examine the number of cups of coffee drank by an individual every day.
 - For example: Drinking 4 cups a day translates into 1440 ad impressions a year.
 - With a \$3.00 mug that generates a cost per impression of \$.002 or said another way "2 thousands of a cent per impression".



At the End of the Day:

The only time a Classic Coffee Mug gets lost is when you break it or someone steals it...