

# GOSTOSO



Coffee AD  
CRI 405 – Studies in  
Creative Collaboration

By: Asra, Kinnera, Sofya, Lojain, Fatima, Tamara

# CONTENTS



Mission & Vision



Current Reach



SWOT Analysis



Storyboard



Integration of AI in Ad



Concept Behind Ad



Final Video



Conclusion



Recommendations



Bloopers

# MISSION AND VISION



## Mission

To provide our customers with quality coffee products at competitive rates, our farmers with the dignity they deserve and fair prices, and our people with a fantastic work environment.



## Vision

To be a constant force for good in the world while supplying the world with best-in-class coffee products



# CURRENT REACH



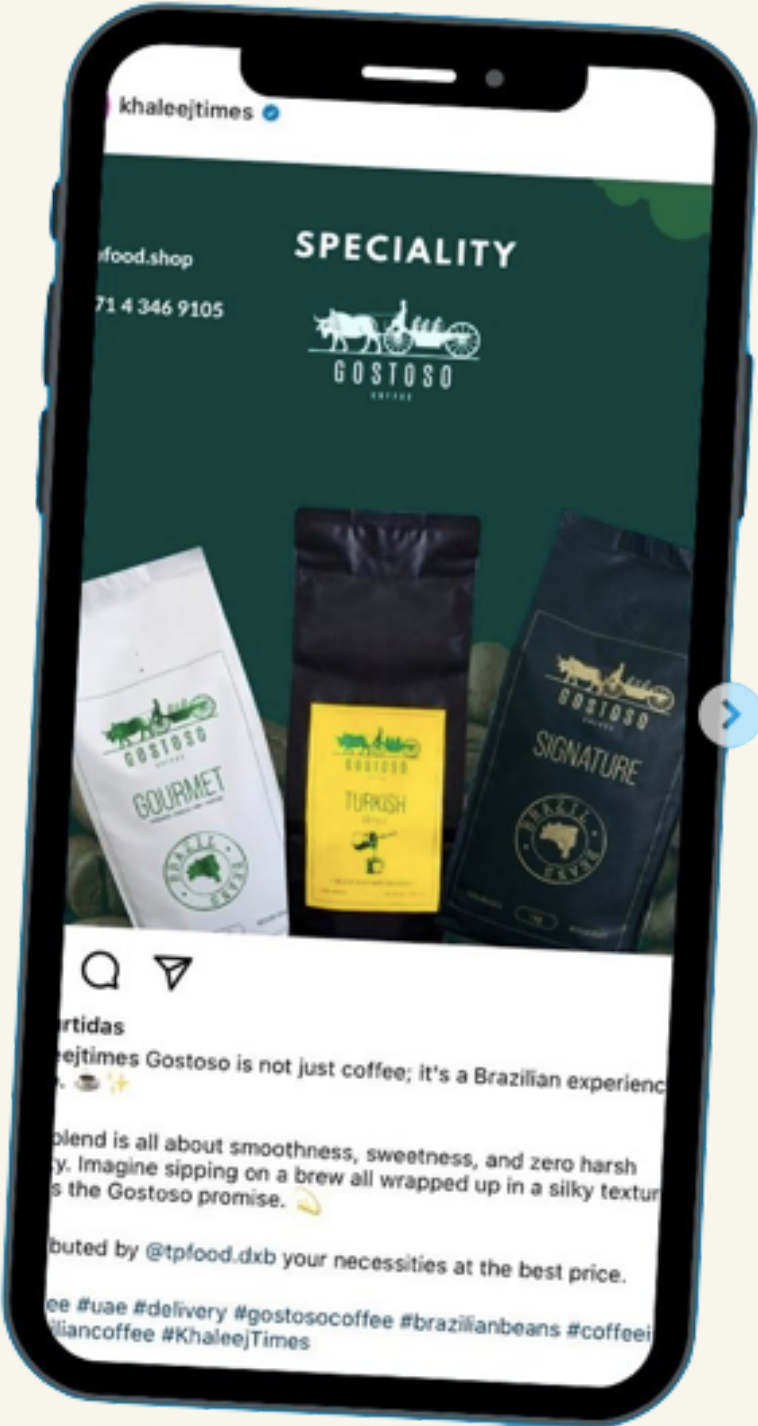
BFI supplies customers in Europe, Asia, and the Middle East



In 2021, Colin Francis chose Dubai for its central location to open BR Food Industries (BFI).



Delivers top-quality products at competitive rates.





# SWOT ANALYSIS



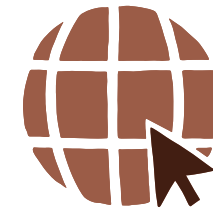
## STRENGTHS

- 1- Quality Coffee Products
- 2- Fair trade practices
- 3- Global reach
- 4- Brand recognition



## WEAKNESSES

- 1- Dependence on Dubai location
- 2- Competition
- 3- Reliance on speciality market



## OPPORTUNITIES

- 1- Market Expansion
- 2- Diversification of Product Line
- 3- Partnerships and Collaborations
- 4- Innovation in Service Offerings



## THREATS

- 1- Economic Instability
- 2- Supply Chain Disruptions
- 3- Competitive Pressure

# GOSTOSO

## PRODUCT RANGE

- Coffee Specialty
- Coffee Reserve
- Coffee Gourmet
- Coffee Signature
- Turkish Coffee
- Dubai Coffee
- Passport Drip
- Passport Capsules
- Gold & Classic Coffee

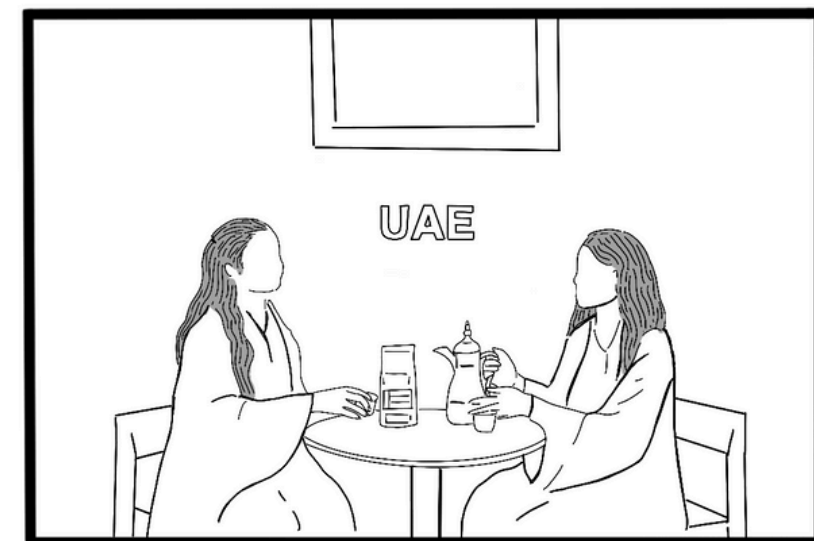
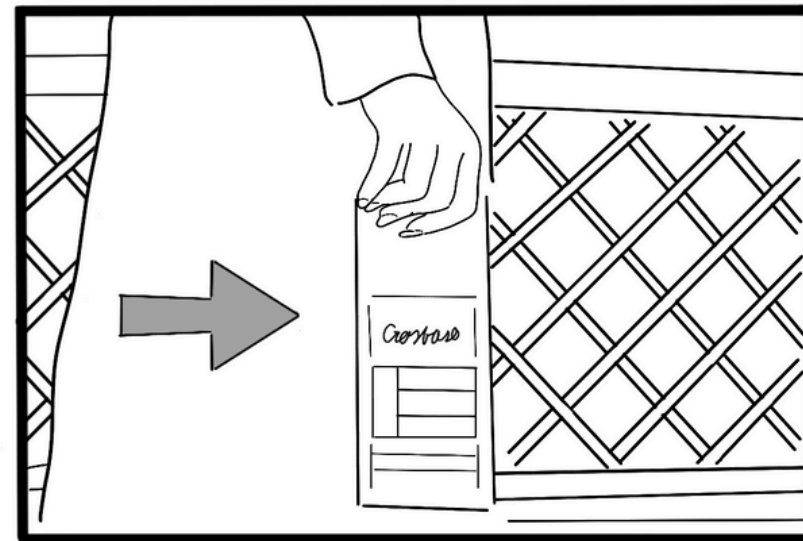
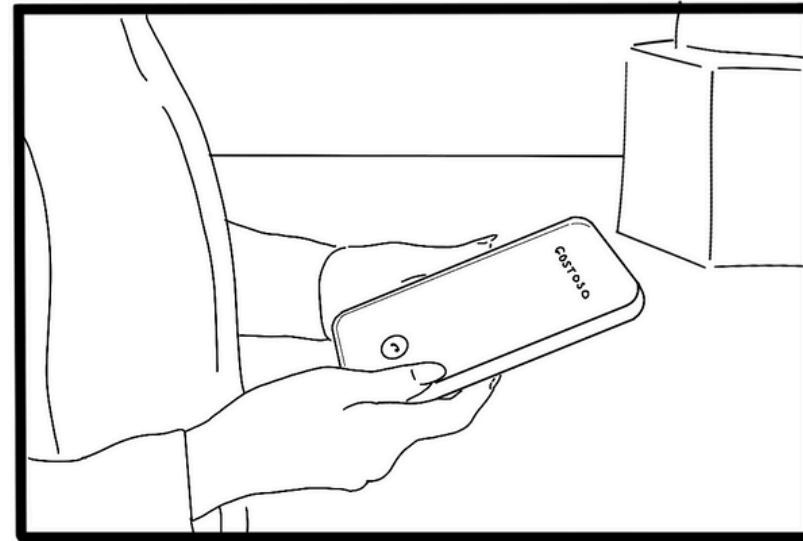
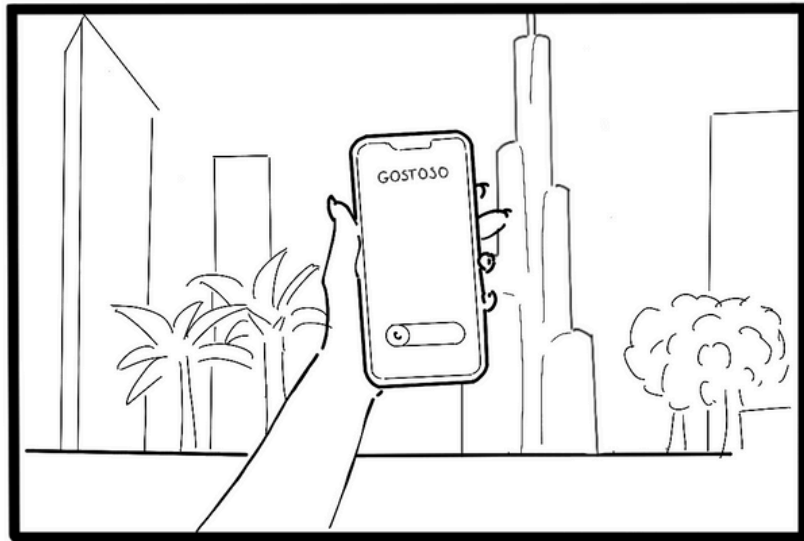


## CLIENTS



# STORYBOARD

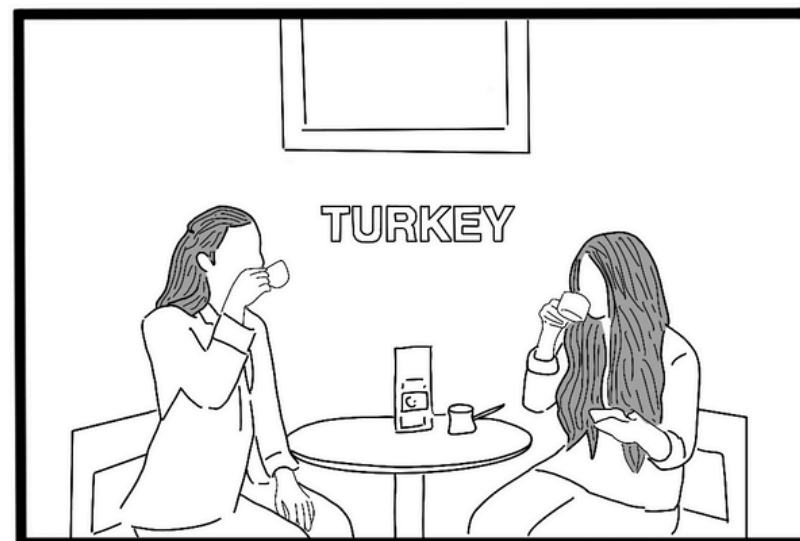
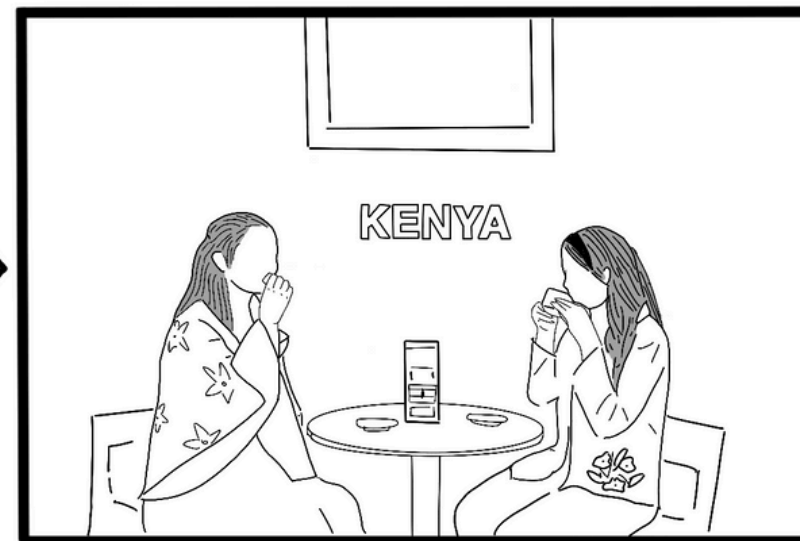
## Gostoso Ad Storyboard



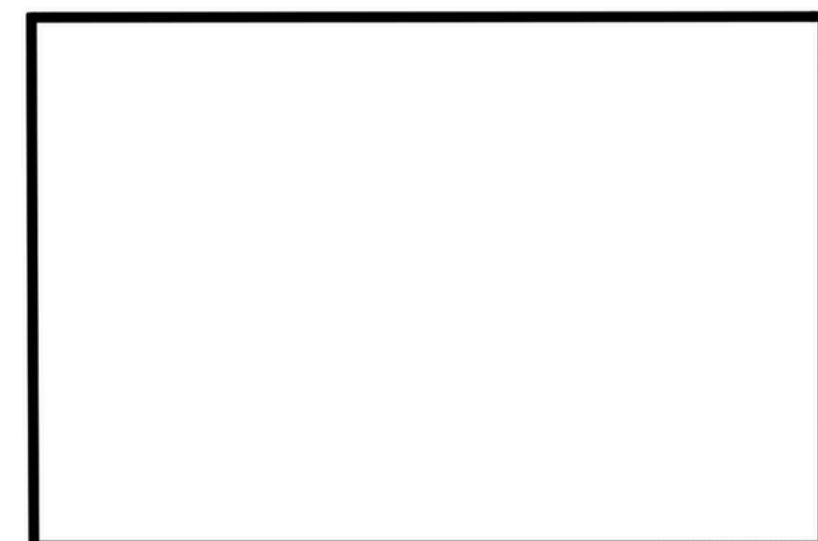


# STORYBOARD

## Gostoso Ad Storyboard




coffee falling behind  
logo ↓↓






# INTEGRATION OF AI IN THE AD

CHATGPT



Script



chat.openai.com

ChatGPT 3.5

hi, our idea is basically to be in al seef Dubai that is very traditional place in a coffee shop, we will have 5 different countries, representing different ways they drink coffee, such as Ethiopia, Kenya, Turkey, Brazil, and UAE, it should be 30 seconds long, the first scene will be the product it self carried by an emariti man walking to the table where the camera zooms in on the coffee packing that the man is carrying then in the second scene the camera will zoom out of the coffee packing where the coffee will be on the table where two individuals representing UAE wearing their traditional clothing are drinking coffee together. Third scene is the same setting of the table with two other different individuals representing Brazil. For the fourth scene same thinking but for Kenya. Then fifth scene is the same thing two individuals drinking coffee representing Ethiopia with their traditional clothing. For the sixth scene it will be the something just two other individuals representing Turkey. The final closing scene is coffee beans falling in a blank background behind the brands coffee logo which is called Gostoso. Can you write a proper script for me of this ad idea

Message ChatGPT...

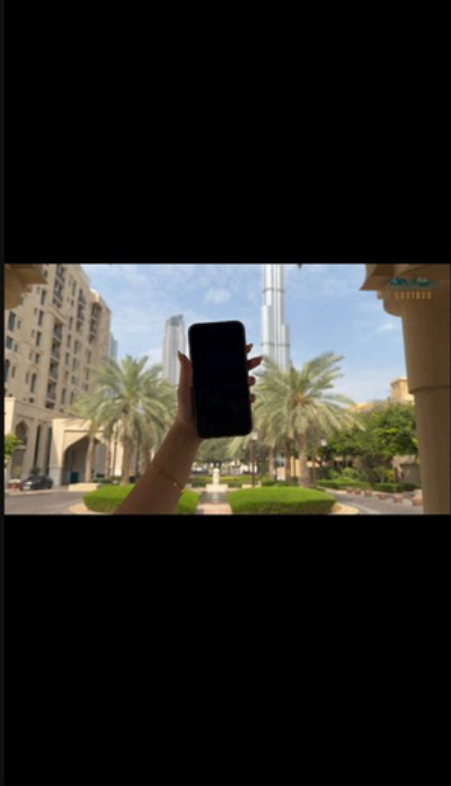
ChatGPT can make mistakes. Consider checking important information.

TIKTOK



Voice-Over






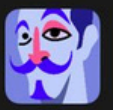
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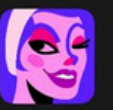
00:00 00:02 00:04

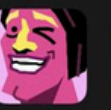
41.3s Beauty Guru

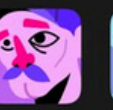
Apply to all

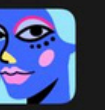
Guru


Be

Alfred

Varsity

Mr. GoodG

Townie


Angeleno

Cancel


Save



invideo AI



Video





# CONCEPT BEHIND AD

This ad concept aims to convey the message that Gostoso Coffee is not just a beverage but a cultural experience that connects people from different parts of the world. It celebrates diversity while promoting unity through the shared enjoyment of Gostoso Coffee.



|                         |   |
|-------------------------|---|
| Cultural Representation | We represent each of the five countries (United Arab Emirates, Brazil, Kenya, Ethiopia, and Turkey) by wearing clothes or colours that are symbolic of the respective culture.  |
| Visual Elements         | Incorporate coffee cups, pots, and settings in the video that uniquely represent the traditional ways each country enjoys coffee.   |
| Flag Inclusion          | Feature the flags of the five countries on the coffee bags, emphasizing the international appeal of Gostoso Coffee.   |
| Narrative Theme         | Highlight the diverse ways people in each country enjoy Gostoso Coffee, showcasing that it transcends cultural boundaries and brings people together, celebrating diversity and unity through a shared love for exceptional coffee. |





# GOSTOSO AD



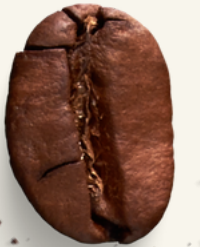


# CONCLUSION

Gostoso coffee is more than just a coffee; it's a fascinating journey through cultures, flavors, and traditions.



- **Collaborative** and fun experience fostered strong teamwork skills.
- **Proud accomplishment** to contribute to Gostoso Coffee's project.
- Witnessed rapid **AI evolution** while acknowledging its limitations and future potential.
- Project aligned with Gostoso Coffee's message of **blending cultures** and **promoting tolerance**.



# RECOMMENDATIONS

## 1- Social Media Boost

- Theme : Identify a unique brand theme & run with it.
- Embrace TikTok: Engage with trendy, short videos.
- Post consistently: Stick to a consistent schedule with high-quality visuals.



## 2- Event Exposure

- Gulfood Dubai Exhibition: Showcase brand to a wide audience of regional and international buyers.
- Local Food Festivals: Target events like Taste of Dubai/ Abu Dhabi to connect with local consumers and generate buzz.



## 3- Pop-up Shops

- Malls: Set up pop-up shops in high-traffic areas to introduce brand to new customers.
- Free Samples & Tastings: Offer free coffee tastings to entice customers and spread buzz
- Interactive Elements: Incorporate fun activities like latte art demonstrations or games

## 4- Packaging

- Improve packaging for easier closure, such as Ziplocks





# THANK YOU!

ANY QUESTIONS?



# RESOURCES

*GOSTOSO COFFEE OFICIAL (@gostoso\_coffee) • Instagram photos and videos. (2020).*  
Instagram.com. [https://www.instagram.com/gostoso\\_coffee/](https://www.instagram.com/gostoso_coffee/)

*Gostoso Coffee Gold & Classic – Br Food Industries. (2024). Bfi.ae.* <https://bfi.ae/products/gostoso-coffee-cold-classic/>

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<https://www.carrefouruae.com/mafuae/en/arabic/gostoso-arabica-ground-coffee-250g/p/1912926>

*Gostoso Coffee | LinkedIn. (n.d.). Wwww.linkedin.com. Retrieved February 6, 2024, from* <https://www.linkedin.com/company/gostoso-coffee>

*Gostoso Reserve Coffee Beans Medium Roast 250.0 gram, 1: Buy Online at Best Price in UAE - Amazon.ae. (2024). Amazon.ae.* <https://www.amazon.ae/Gostoso-Reserve-Coffee-Beans-Medium/dp/B0BHHDV7H8>

