

Client Case Study

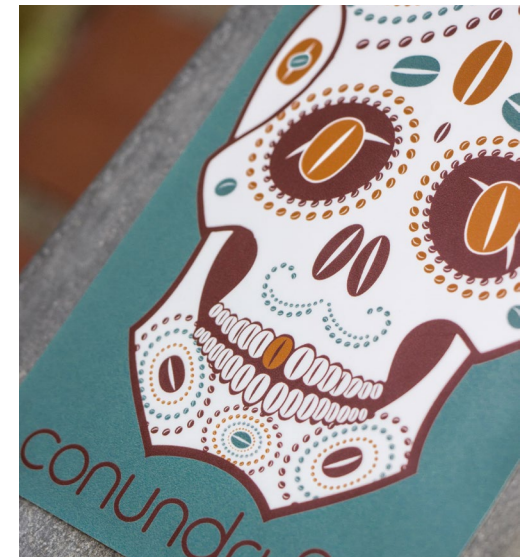
Marketing Campaigns

Conundrum Coffee

Fort Collins coffee roaster Conundrum Coffee wanted to take a guerrilla marketing approach to build excitement about their new brand within the community. Wanting something that their existing customers would enjoy as well as be mysterious enough to draw in new clients, the Clay Pot Creative's graphic designers and marketing pros were tapped to dive on in.

A sticker campaign was designed around an edgy coffee bean based skull sticker. The oversized stickers were then given out to customers with the hope of supporters using them on their travel coffee mugs, computers, snowboards, and more to build brand identity.

Stroll the streets of Fort Collins and you likely still can find Conundrum Coffee sugar skull stickers floating about in coffee shops, music venues, and more, putting the face of Fort Collins' upstart roaster perfectly in front of their target audience.



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