

CAFFEINE

Marketing 614
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1. INTRODUCTION (Nan)

This section gives a general overview about the caffeine intake in the United States and the negative side effects associated with its consumption. In addition, it provides a brief overview of the campaign we hope to initiate, “Off Caffeine”.

Information about caffeine

Caffeinated beverage consumption has remained high among young adults in the United States for years. National statistics show that people aged 18-24 who drank coffee consumed an average of 3.2 cups per day in 2008, which is a significant increase over 2005's level of 2.5 cups per day (1). As for soft drinks, researchers from the University of North Carolina at Chapel Hill reported that adults aged 19-39 drank the most soft drinks in the country, increasing their consumption from about 4 percent to almost 10 percent (2). Another major category is energy drinks, which have been gaining popularity since the debut of Red Bull in 1997. In a 2007 survey, 51 percent of 496 college students reported consuming at least one energy drink during the last month (3).

Such consumption of caffeine contained in aforementioned beverages raises a growing public health concern. It is estimated that the amount of caffeine is about 35 mg in a regular 12-ounce cola, and is ranging between 80 to 150 mg in a 6-ounces cup of brewed coffee (4). Energy drinks, in particular, have been criticized by scientists for its caffeine content that varies from 50 to more than 500 milligrams. Marketing themselves as “dietary supplements”, many energy drink manufacturers evade the limit that the Food and Drug Administration requires on the caffeine of soft drinks (71 milligrams per 12-ounces can) (4). Although low doses of caffeine (12.5 to 100 milligrams) were found

to have positive effects, such as improving cognitive performance and mood, excessive amount of caffeine intake can bring detrimental health consequences to the central nervous system, cardiovascular, gastrointestinal, and renal system (5-6). Therefore, while consumers are provided with desirable effects of, for example, alertness, improved memory, and better mood, they may also put their health at risk without recognizing their high caffeine consumption sufficiently.

Campaign Concept

Off Caffeine is an innovative health campaign that aims to reduce caffeine intake. It is firmly built on caffeine beverage consumption patterns that were found through a survey among students at the University of Michigan, Ann Arbor. The results show that approximately 7 out of 10 surveyed students took caffeinated beverages to stay awake. While two thirds of the respondents were willing to try other alternatives to reduce caffeine intake, we also have 56 percent of them didn't know any alternatives to caffeinated beverages for the purpose of functioning effectively. Our campaign is targeting students who consume more than 320 mg of caffeine per day out of the need for staying awake. Most experts agree that 300 mg of caffeine is a moderate intake at a daily basis, which approximately translates into three 6-ounce cups of coffee, four cups of regular tea, or six 12-ounce cola (7-8). Unlike other generic campaigns or educational programs, we are approaching our audience with creative healthy alternatives to caffeine, with a goal that the caffeine intake among consumers will be reduced by 20% in one academic year.

2. BUSINESS OBJECTIVE (Shilpa)

This section will discuss the business objective for the Off Caffeine campaign.

Fundamental Entity

The fundamental entity, Off Caffeine, is the identity of this campaign – it will be a student organization at the University of Michigan. Since this is an entirely new and independent organization, it will not be associated with any other group or campaign currently on campus. All promotional activities, such as websites, stalls, and advertising materials will have the name “Off Caffeine” on it. Ultimately, once the campaign kicks off, this will be the name that we want students to recognize and come looking for.

Core Competence

Most consumers of caffeinated products are aware that there are negative side effects to drinking caffeine. As our survey indicated, mostly everyone who would give up caffeine would do so due to health-related issues. However, the problem is that most people are not aware of the healthy alternatives to caffeine. Only 35% of our survey takers knew about the substitutes. Therefore, the core competence that Off Caffeine strives on is the skill of innovation. It will provide creative, yet healthy alternatives to caffeine intake to help people get through their day and function effectively.

The strategic asset that it gets out of this core competence is a solid list of alternatives to caffeine intake, which will evoke credibility. In addition, it will help build customer recognition and trust as Off Caffeine will provide new alternatives that people were not aware of previously. The primary related customer benefit would be the information that he or she receives about caffeine. Not only will the customers be more aware of the side effects and health effects of caffeine, but they will also be educated enough to make the choice of giving up caffeine by adopting one or few of the alternatives that we provide.

Goal

As evident, Off Caffeine's goal is to help people reduce their caffeine intake by providing healthy alternatives. Specifically, Off Caffeine would like to help reduce the caffeine intake of University of Michigan students by 20% in one academic year. After conducting our survey, we have concluded that the campaign should specifically focus on those students who drink coffee for the purpose of functioning effectively through their day. Those who drink for other reasons, such as socializing, do not normally consume more than 320mg of caffeine per day and therefore are not necessarily risking their health.

This goal can be measured through survey results. When students approach Off Caffeine for information, it will take their email addresses and ultimately send out a survey asking questions about their caffeine intake. At the end of the academic year the survey will be re-sent to determine if these students were actually successful in reducing their consumption using the provided healthy alternatives.

For this specific campaign, the proposed goal is not only realistic, but very effective. According to our survey results, many students are already trying to give up caffeine, or at least, they want to try. The catch is that they are not aware of the alternatives. So once Off Caffeine launches and is able to provide this information, these students should be able to slowly reduce their intake. In addition, a reduction of 20% is a reasonable amount. Due to the withdrawal symptoms of giving up caffeine, Off Caffeine does not expect its customers to give up caffeine cold turkey. Accordingly, choosing a one academic year time limit is also reasonable. Even though we hope that

this campaign will remain within the university every year, each batch of students that come to Off Caffeine will hopefully reduce their intake within the year.

As of now this is the only initiative that Off Caffeine is working on. It is therefore single-minded and of the highest priority within the organization. Since this will be a non-profit campaign, issues such as fundraising will be of significance too, but the underlying interest lies solely in caffeine reduction.

3. MARKETING OBJECTIVE (Nan)

This section gives an overview of the marketing objective in Off Caffeine's big picture and the reasoning behind it.

Off Caffeine defines its customers as students at the University of Michigan who use healthy alternatives for caffeinated beverages to stay awake. Our loyal customer would be those who always use health alternatives to caffeinated beverage when they feel the need to function effectively. Our customer is defined both behaviorally and attitudinally. Behavior change does not occur over night. And for some people, the costs of change toward healthy behaviors can remarkably outweigh the benefits. In this sense, we are hoping to see our customers keep the healthy life style once they start. This then says an attitudinal definition of customer, because people are more likely to practice a newly-initiated behavior after they internalize the beliefs about the behavior and become motivated to do so.

The strategy of our campaign is acquisition-focused. We are looking at establishing a new customer relationship between our product and our target audience. Therefore, in addition to message delivery, we will devote a significant effort to building the image of our campaign amongst the targeted audience. Our purpose of doing so is

to make people not only recognize our brand name, Off Caffeine, but also trust us as a message source with credibility. We employ an acquisition-focused strategy also because we are asking our targeted audience to take on new behaviors. The behavior change promoted by our campaign is two folded. Our overall goal is to achieve a substantial reduction in caffeine intake among students on campus. Furthermore, as is indicated in our core competence, we will encourage customers to switch from caffeinated beverages to healthy alternatives that are featured with effectiveness, convenience and affordability. This strategy also fits the requirement of the timeframe. As our campaign will run for an entire year, we will have adequate time to attract new customers who do not show interest initially.

4. SOURCE OF VOLUME (Nan)

This section details the source of volume for the campaign.

We are in the market category of reducing caffeinated beverage consumption by providing healthy alternatives. Speaking of this, the source of volume is to stimulate demand amongst the targeted audience. The zero sum competitor is the caffeinated beverage consumption behavior of students who feel the need to stay awake. Other educational programs on campus to provide solutions for a healthy living would be our allies.

5. STP (Shaneel)

This section will describe the segment, target, and position for the Off Caffeine campaign.

Segment

The main variable that this campaign falls under is “healthy lifestyles” which is basically the market benefit. The major advantage of our market is achieving better health by adopting healthy habits and reducing harmful behavior. For instance, reducing alcohol intake, smoking cessation, implementing exercise into one’s daily routine etc. People using or willing to use products under this main variable are individuals who aspire to achieve a healthy state through healthy behavior.

Our dynamic variable is “healthy alternatives to caffeine”; it is the specific benefit of our product falling under the broad umbrella of healthy lifestyles. One way of achieving better health is reducing caffeine consumption, as caffeine has many health disadvantages. Since our core competence is creativity, we are using our core competence by providing healthy alternatives to caffeine which include exercise, frequent but small meals, herbal tea and fresh juices with anti oxidants. It was apparent from our survey that most people drink caffeine to stay awake which might be especially true in the academic setting, our target area; hence we are providing alternatives that will help people stay awake and are better for their health.

Benefits of our market segment include better health and feeling good. Better health includes getting rid of the harmful effects of caffeine like reduced blood flow to the brain, increased work load on the heart, and arthritis. Better health will also be achieved through the healthy alternatives since there are benefits associated with regular exercise, small and frequent meals, and the anti-oxidant properties of herbal tea and fresh juices. People will feel fresh by using these alternatives and they will also feel good as they adopt healthier habits. Another advantage of our segment is that people might save money by reducing the consumption of caffeinated beverages.

The costs of our market segment include the withdrawal symptoms for individuals habituated to caffeine. Some of these withdrawal symptoms include headache, restlessness and irritability. Other costs include time and effort required by individuals in using the alternatives we are promoting – for instance daily exercise. Other possible cost of our segment might be less socialization, as individuals might be drinking caffeinated products and especially coffee as a way to socialize – according to our survey results, 40% of the people that drink caffeinated beverages did so as a way to socialize.

A benefit for the “self” would be the confidence and reassurance that a person feels within himself or herself because they realize that they can actually get rid of caffeine and substitute it with other healthy alternatives to stay awake. They can overcome the addiction and will have the will power to do so – this is not only advantageous for their health but would also make them feel fresh.

Target

This section gives a detailed description of the typical customer that Off Caffeine would target – he or she would fall under our general idea of a U of M student who drinks more than 320mg of caffeine per day for the purpose of staying awake and/or functioning effectively during the day.

Jason is a 24 year old male U of M graduate student. He works 20 hours/week and takes 4-6 classes a semester. He lives in a single bedroom apartment with his girlfriend. He owns a black Labrador retriever and considers walking his dog the only exercise he can squeeze into his hectic life.

He typically doesn't get time during weekdays to finish his class work, hence during weekends he tries to catch up with his studies. He also gets out and has fun with his friends at least one day per week. To finish assignments, he stays up till late night and uses caffeine for this purpose. Even during a regular day, he feels stressed out and restless and to stay focused he needs caffeine. Besides, he likes drinking coke and uses it casually throughout a day. Currently, he drinks at least 450 mg of caffeine a day in the form of different beverages.

Jason knows that caffeine is not good for his health but he doesn't know the exact harmful effects of caffeine on health. More importantly, he would like to reduce his caffeine consumption but doesn't know how else he would stay focused and awake. He also fears the withdrawal symptoms he might have to face if he reduces caffeine consumption. His caffeine use typically increases during the last month of semester.

In general, our target population would be all U of M, Ann Arbor students drinking on average more than 320 mg of caffeine per day.

Position

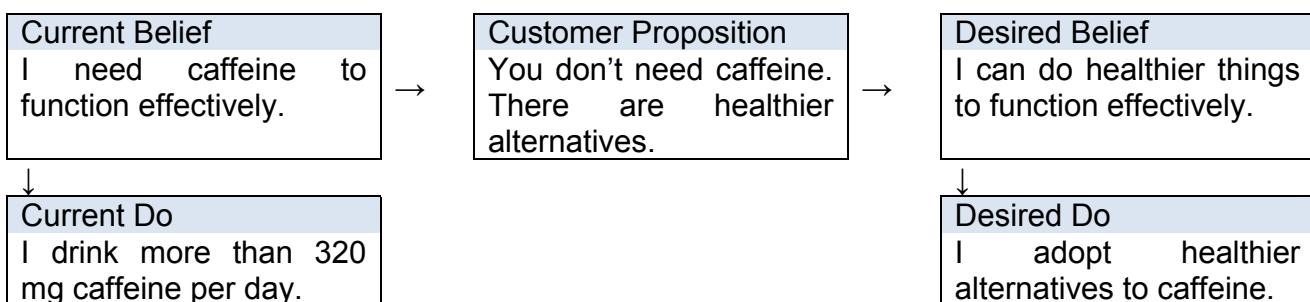
The current behavior of our target population is consumption of more than 320 mg caffeine a day. The belief underlying the current behavior is: "I need caffeine to function effectively." The main reason for caffeine consumption among students is to stay focused and stay awake, which is evident in our survey results. Students usually believe that they need caffeine to function optimally.

The desired behavior of our target population would be reducing caffeine use by adopting the healthier alternatives that Off Caffeine would provide. The belief people should acquire to change their behavior would be: "I can do healthier things to function

effectively.” It is essential that people have knowledge about healthy alternatives; besides, they should have confidence that they can adopt these alternatives to reduce their caffeine use and still function effectively.

Our position to change their current belief to the desired one is: “You don’t need caffeine. There are healthier alternatives.” It challenges their current belief that they need caffeine to function effectively and gives them information that other alternatives exist. We suppose this would make our target audience curious so that they would want to know about the alternatives and we will provide them with the needed information.

To summarize, our five box positioning statement is as follows:



6. PRODUCT, PRICE, PROMOTION, PLACE (Kumar Mayank)

This section details the product, price, promotion, and placement of the campaign.

Product

Our product aims at reducing the caffeine intake of U of M students. Research has shown that high dosage of caffeine has serious long term effects and leads to a number of ailments. Our product is therefore aimed at changing this behavior of U of M students to reduce their caffeine intake and therefore can be categorized as “Behavior Change”.

We expect to raise awareness about the ill effects of caffeine. Many of the participants of our survey actually referred to switching to other alternatives but did not know how. This awareness will lead the students to adopt a healthier lifestyle. Hence, the core benefit of our product is the awareness which will promote a healthier lifestyle among our target consumers which is the U of M students.

Today we can call customers “intelligent customers” because before giving up their behaviors and trusting a source, they do adequate research on their part as well. We are aware that while we are enthusiastic about our generic product and the change it will bring about in our target customers, there are expectations of the target customers as well that should be met. We perceive our expected alternative products to be healthy, safe, and reliable in quality and convenient and easily accessible in reach. This we define as our expected product. Our augmented product is the services we provide for our customers to support and sustain their anti-caffeine drinking habit by regular monitoring tools and peer to peer support through appropriate web based user forums.

(We plan to deliver and create our healthy and reliable list by harnessing the strength of ‘Public Health’ students on our team. Convenience and ease of reach is something which has to do with information exchange and dispersal. This is within the domain of our team members with ‘Information’ background. Overall coordination is in the hand of our ‘Business School’ team member.)

Product benefits

“Caffeinism” is the term used for caffeine addiction. Such people usually have more than 320mg of caffeine everyday which leads to health problems later. The instrumental benefits of our product can therefore be divided into short term and long term benefits

considering that the ill effects of caffeine are spread over time. The short term benefits include reduction in occurrence of headaches, irritability, restlessness, mild insomnia, increased heart rate, increased blood sugar, and upset stomachs. Therefore, long term benefits include reduction in chances of panic attacks, irregular heartbeat, sleep deprivation, stomach problems and prolonged depression. Long term benefits are derived when a customer gives up caffeine intake as compared to caffeine addicts. These benefits can be categorized as instrumental, hedonic, and symbolic.

Product attributes

Since our organization is new in the market and acquisition is a major strategy of attracting customers, the product features will be made available even before trying the product. Therefore we can categorize this as belonging to the 'Search' category. The customers will be given large amounts of information with the help of media such as websites, as well as other web services (YouTube, Flickr), pamphlets and flyers.

We believe a positive tone for information dispersal regarding our product will be more effective. Therefore instead of making customers aware of bad effects and demeaning caffeine, our information will stress on the 'healthier alternatives' of caffeine. A chance to get a healthier lifestyle with reduced chances of ailments is definitely one attribute of our campaign which will drive users towards us. Since this is the most compelling attribute, we consider it as the Power attribute of our product.

Price

As a social marketing organization all our services are available for free. We do not burden any monetary costs on our customers. In return, all we expect is their support and encouragement. Every new soul will add to strength of the campaign and will also

benefit others. In extending their support, the customers will definitely have non-monetary costs which include time, effort, and commitment. Time costs will be the amount of time that they spend either learning or supporting or spreading the campaign. Since this is 'behavior change' campaign we will require our customers' effort and commitment in order to bring about a change. We want our customers to believe that while it is hard to give up a habit, it is not impossible. Only a determined mind with a want for healthier lifestyles will bring about this change. Also, we expect some customers to experience some withdrawal symptoms but appropriate and timely use of healthy alternatives will ensure such costs not to count for the customer.

Since there are no monetary costs involved and there are no direct competitors in the market we categorize our pricing as 'Value-pricing'. The benefits of our product as discussed above are many folds. It promotes healthier lifestyles and a good health. Compared to the benefits, we believe the costs incurred by the customer is negligible.

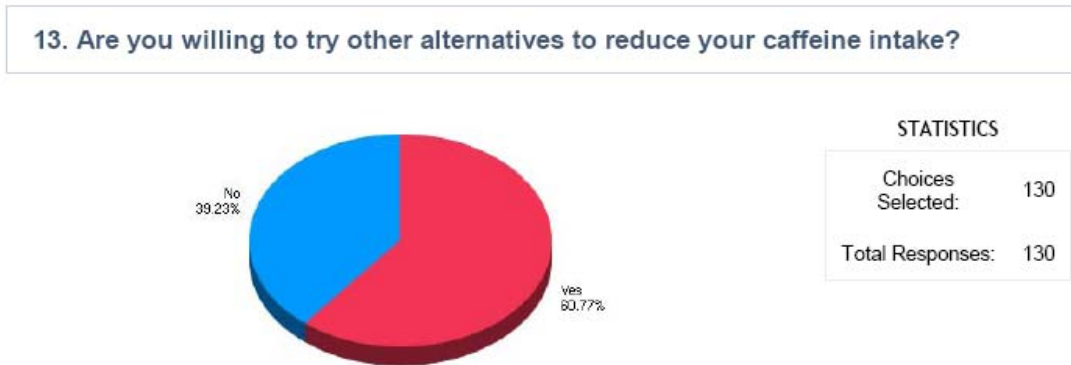
Since there are no monetary costs involved our campaign will encourage and urge new customers to try the healthier alternatives for an initial period. This means we are creating a sort of 'Trial Pricing' wherein the customers are free to try our healthier alternatives and identify the benefits themselves. For example, we may give out free samples of herbal tea. This is to ensure that more and more students are reached and the opportunity to join the campaign is easily available for everyone.

Promotion

For a new behavior change campaign, we believe our reputation will build over time and results. Healthy lifestyle is the call of the day and therefore this belief looks achievable. In the process of promotion, 'Information' is our key communication objective.

This information awareness will be created through the use of multiple media. Since content marketing – as a way of uninterrupted marketing – is being widely used, we decided on incorporating it in our campaign as well. Creating a good content and then making it available through various media like web, print, email etc. are some of the steps for promotion of the product. Newsletters, both electronic as well as print, will be available with healthier alternatives, as well as new findings and user stories, which will keep the association going. We also plan to harness the power of web2.0 and websites like YouTube, Flickr, Facebook and MySpace etc to spread the issue as well as the campaign.

During our surveys we found that people are ready to try healthier alternatives to caffeine. Out of the 130 responses we got, 79 (61%) of them were ready to try healthier alternatives.



This finding is of specific interest as well as encouraging for us because there are already people who support our campaign. Once we start our campaign we believe customers will be able to identify us based on our name. Therefore, we decided to focus on 'Basic awareness' as our secondary communication objective.

Place

The place for our campaign is fairly defined as the U of M campus. The campus in itself includes more than 40,000 students spread across 600 academic programs and 19 schools. This is a large user base to spread our campaign and to gain support. While the campus is the physical place where we target our campaign, the use of virtual media like web or Second Life (Wolverine Island) to spread the awareness will also aid gaining popularity for the campaign.

7. EVALUATION AND CONTROL (Janani)

This section will discuss how Off Caffeine expects to monitor the success of the campaign and what the ideal reach would be, calculated from the B-B-B-B method.

Our campaign Off Caffeine will be started soon and as mentioned earlier will target the U of M students. We will create several marketing techniques to promote our campaign and attract students to join our campaign.

- An Interactive and User friendly website with Online Games and collaborative tools like “Sharing Photos” and “Exchanging Posts” will be created
- This will allow more students to join the website as they would love to play online games and share blogs or photos with their friends.
- The website will also have information about our campaign with a list of “Alternative healthier and tasty products” to caffeine
- Website will also ask every University of Michigan student to enter their consumption details of “Caffeine”
- Also surveys will be hosted on the survey every 3 months in the Website.
- Regular campaigns and Posters to create awareness will be created.

- Use of networking websites like “Facebook”, “Orkut”, “twitter”, etc... to promote our website that indirectly promotes our campaign.

Our Survey Analysis

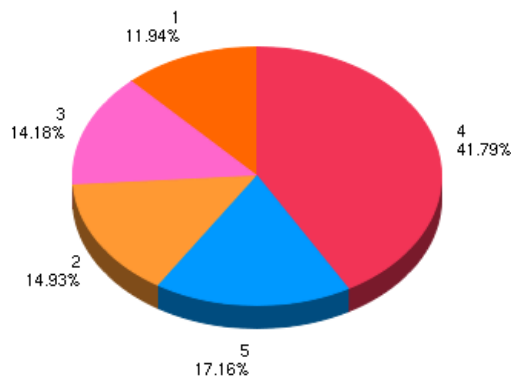
To understand and segment our target audience, we had taken a general survey on caffeine consumption among University of Michigan students. The survey was hosted on “Survey Gizmo”. We received 134 results from the survey that helped us to calculate our bodies, beliefs, behaviors and bucks. Please refer the appendix for the survey results. (Appendix A). Prior to analyzing the ‘Metrics & Bodies-Beliefs-Behaviors-Bucks’, below is an explanation of a few survey questions that were used to derive certain numbers and our metrics as well.

Question 1: How many cups/bottles/cans of the following CAFFEINATED beverages did you have yesterday?

Solution: After a statistical calculation, the average consumption by 134 respondents of caffeinated drinks = 2.45 cups (coffee, tea, other caffeinated drinks) which is more than 320 mg of caffeine as 21% of the total population have coffee more than other caffeinated drinks. Coffee has the highest caffeine content in it. So we kept a benchmark of 320 mg, as consuming this amount or more of caffeine is bad for one’s health.

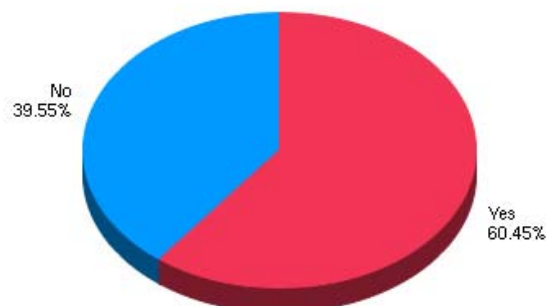
Among the 134 respondents, 100 respondents drink more than 320 mg of caffeine per day. Approximately 75% of 134 respondents consume more than 320 mg of caffeine per day. Therefore we assume 75% of 40,000 U of M students [30,000 students] drink more than 320 mg of coffee.

2) How important is drinking caffeinated beverages in your daily lifestyle?



As indicated in the graph above, almost 42% of the people that took our survey feel that caffeine consumption is “important” in their day-day lives. Inherently, these are exactly the people who we wish to target. We want people to realize that they can function just fine without the help of caffeinated beverages – there are healthier alternatives which they can adopt as substitutes.

3) Are you willing to try other alternatives to reduce your caffeine intake?



As shown above, almost 61% of the caffeine consumers are willing to try other alternatives. This is a positive sign for our campaign.

These questions reveal to us that while the caffeine consumption is relatively high amongst U of M students, they are willing to try the healthier alternatives, mainly for health reasons – as they indicated in the surveys.

Metrics

The metrics that “Off Caffeine” uses is

- The total number of students who join campaign
 - o U of M students who join the campaign shows that they are interested in reducing the intake of caffeine products and are ready to accept our “Healthier alternatives”
- The total number of visits to the website
 - o It is easier for students to visit our website and get an idea of our campaign. Also the website promotes all our information, this will be another way to reduce students’ intake of caffeine. Students who visit our website show that they are keen on our campaign.
- The total number of clicks on “Healthier Alternative to caffeine” option on the website
 - o This metric will help us to know if students are really interested in our “Healthier Alternatives”. If they are really interested there will be more revisits to this page.
- Survey results concerning percent reduction in caffeine intake

- The survey that will be hosted on the website and other networking sites every 3 months to evaluate the reduction of caffeine intake among students. This will allow us to calculate our campaign success rate every three months.
- Survey results concerning percent of students who change their beliefs

This survey will also be hosted on the website and other networking sites every three months to evaluate if students used our “Healthier Alternatives” as substitute for caffeine products. This metric will be useful to know true success of our campaign.

How would we adapt the 4B’s analysis to our product?

First Three Months (May – July 2009)

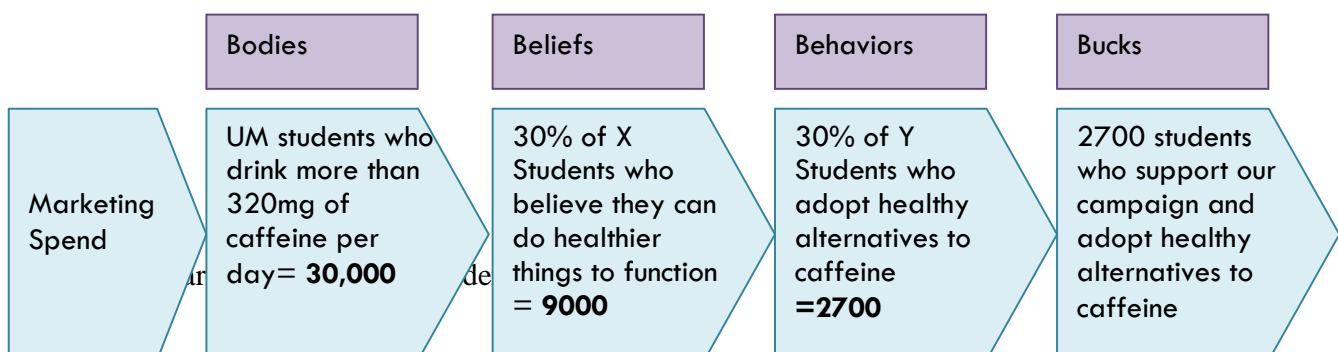
The above metrics allowed us to evaluate bodies, beliefs, behaviors and bucks of our campaign.

Bodies: U of M students who drink more than 320mg of caffeine per day say X = 30,000 students

Beliefs: 30% of 30,000 students who believe they can do healthier things to function say Y = 9000 students

Behavior: 30% of 9000 students (Y) (belief) students who adopt healthy alternatives to caffeine = 2,700 students

Bucks: 2700 students who support our campaign and adopt healthy alternatives to caffeine is our profit margin.



Next Three Months (August –October 2009)

If the above 30% of 30,000 = 9000 students was successful then we will increase our campaign by more involvement of students.

Bodies: University of Michigan students who drink more than 320mg of caffeine per day say 30,000 students (X)

Beliefs: 30% from above success + 20% increase in student population = 50% of 30,000 students say 15,000 students who believe they can do healthier things to function.

Behavior: 50% of 15,000 (Y) (belief) students who adopt healthy alternatives to caffeine = 7500 students

Bucks: 7500 students who support our campaign and adopt healthy alternatives to caffeine is our profit margin.

Next Three Months (November 2009 –January 2010)

If the above 50% population (7500 students) was successful then we will increase our campaign by more involvement of students.

Bodies: University of Michigan students who drink more than 320mg of caffeine per day say 30,000 students

Beliefs: 50% from above success + 25% of increase in our student population = 75% of 30,000 students who believe they can do healthier things to function say Y =22, 500 students

Behavior: 75% of 22,500 (Y belief) = 16,875 students who adopt healthy alternatives to caffeine

Bucks: 16,875 students who support our campaign and adopt healthy alternatives to caffeine is our profit margin.

Next Three Months (February – April 2010)

If the above 75% population (16,875 students) was successful then we will increase our campaign by more involvement of students.

Bodies: University of Michigan students who drink more than 320mg of caffeine per day say 30,000 students

Beliefs: 95% of 30,000 students = 28,500 (Y) students who believe they can do healthier things to function

Behavior: 95% of 28,500 (Y belief) students = 27,075 students who adopt healthy alternatives to caffeine

Bucks: 27,075 students who support our campaign and adopt healthy alternatives to caffeine is our profit margin.

8. RECOMMENDATIONS (Shilpa)

This section discusses the long- and short- term goals that are in the horizon for the Off Caffeine campaign.

Healthier Alternatives (Kumar Mayank)

Here are some of the healthier alternatives to caffeine which have been frequently used by people while giving up caffeine. This list has been populated with alternatives which do not contain caffeine, and therefore can be categorized as 'healthy'.

- 1) Green tea
- 2) Herbal tea
- 3) Vitamin water
- 4) Wheat coffee (caffeine free)
- 5) Chocolate powder
- 6) Water
- 7) Frequent meal
- 8) Vegetable and fruit juices

Also, for people who have just started giving up coffee, the initial phase can be difficult. To make the transition smooth, here are some of the steps to start reducing the amount of caffeine in ones' diet:

- 1) Drink 1/2 cup of coffee less a day.
- 2) Mix decaffeinated coffee half and half with regular coffee.
- 3) Have a café latté with lots of milk instead of coffee
- 4) Try herbal teas instead of regular teas or brew regular tea for shorter amounts of time.
- 5) Read food, drink and medication labels to check for caffeine.

Short Term Goals

To get Off Caffeine to head off to a good start, it is essential that there are some “quick wins”. Initially, the campaign should target a small group of experimental students who will be willing to try the alternatives and see the results. These results should be used as part of advertising. While many students may smirk at the idea that there are in fact healthier alternatives to caffeine, seeing results amongst their own peers may help push the campaign.

In addition, Off Caffeine should have a website where all the information will be provided. As mentioned earlier, this website could also be a platform for students to blog their experiences about giving up caffeine. They can share with their peers the alternatives that worked for themselves and the ones that are the most effective. Measuring the click-through rates of this website will be a good way to assess how many people are accessing this information and what the reach is for the campaign. It is essential to develop this website before the campaign starts – the presence of a professional website will help establishing credibility.

Also, in the beginning of the year, Off Caffeine should have a table on the ‘Diag’ during Festival, an event where all student organizations have tables and students can learn about the different groups that are present on campus.

Once the campaign starts, Off Caffeine should be persistent and try to help the students as much as possible (i.e. have meetings where people can discuss the problems they are facing) – the more initial results we get, the higher our reputation becomes, and therefore more students would join the campaign.

Long Term Goals

According to the popularity and success of this campaign, Off Caffeine should think of moving to other campuses around the country. As proven through our survey results, a majority of the people drink caffeinated products due to work related and academic stress. This campaign will be very relevant to students in all universities.

One hiccup that Off Caffeine should anticipate in the long run is some form of objection from major caffeine suppliers, such as the Starbucks and Espresso Royales on campuses. The more successful this campaign is, the more these chains will get affected. However, Off Caffeine, has nothing to worry about since the campaign is not involved with anything illegal or wrong.

Overall, we strongly believe that if students have the will power and belief in the campaign to try the suggested alternatives, there could be a large turnover rate. Word-of-mouth is a very powerful marketing tool, and the direction of campaign will surely be determined by how people perceive it – we want people to think, “If my friend can do it, so can I!”

Editing by: Shilpa

Proof read: All Members

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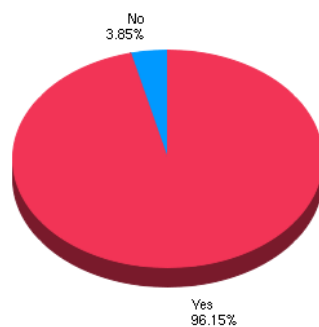
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- 5) Smit HJ, Rogers PJ. Effects of low doses of caffeine on cognitive performance, mood and thirst in low and higher caffeine consumers. *Psychopharmacology.* 2000;152:167–173.
- 6) Carrillo JA, Benitez J. Clinically significant pharmacokinetic interactions between dietary caffeine and medications. *Clin Pharmacokinet.* 2000;39:127–153.
- 7) Caffeine. McKinley Health Center. Accessible at <http://www.mckinley.uiuc.edu/handouts/caffeine.html>
- 8) Nutrition Wise. American Institute for Cancer Research. Week of November 27, 2006. Accessible at http://www.aicr.org/site/News2?page=NewsArticle&id=10588&news_iv_ctrl=0&abbr=pr_hf

Report: Response Summary Report #2

Survey: Caffeine habits

Compiled: 04/11/2009

1. Are you a student at the University of Michigan?



STATISTICS

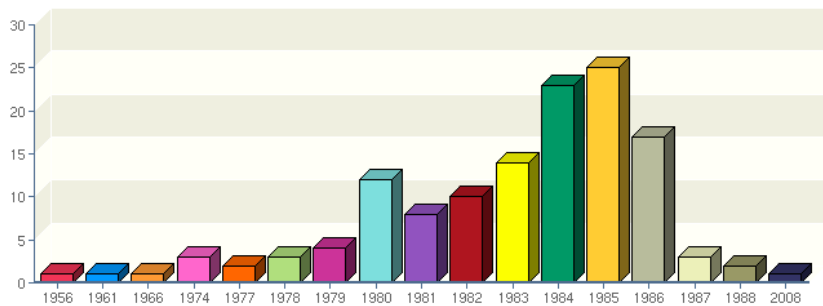
| | |
|-------------------|-----|
| Choices Selected: | 130 |
| Total Responses: | 130 |

SUMMARY

| VALUE | COUNT | PERCENT % |
|-------|-------|-----------|
| Yes | 125 | 96.15% |
| No | 5 | 3.85% |

Report from www.SurveyGizmo.com

2. Which year were you born?



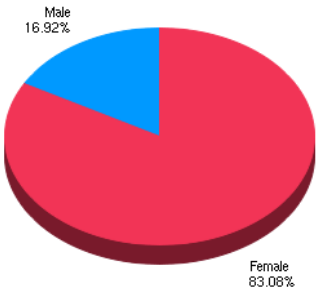
STATISTICS

| | |
|-------------------|----------|
| Choices Selected: | 130 |
| Total Responses: | 130 |
| Average: | 1,982.79 |

SUMMARY

| VALUE | COUNT | PERCENT % |
|-------|-------|-----------|
| 1985 | 25 | 19.23% |
| 1984 | 23 | 17.69% |
| 1986 | 17 | 13.08% |
| 1983 | 14 | 10.77% |
| 1980 | 12 | 9.23% |
| 1982 | 10 | 7.69% |
| 1981 | 8 | 6.15% |
| 1979 | 4 | 3.08% |
| 1974 | 3 | 2.31% |
| 1978 | 3 | 2.31% |
| 1987 | 3 | 2.31% |
| 1977 | 2 | 1.54% |
| 1988 | 2 | 1.54% |
| 1956 | 1 | 0.77% |
| 1961 | 1 | 0.77% |
| 1966 | 1 | 0.77% |
| 2008 | 1 | 0.77% |

3. Sex:



STATISTICS

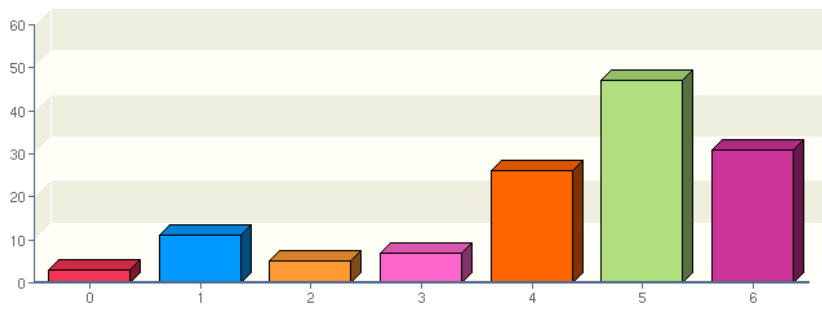
| | |
|-------------------|-----|
| Choices Selected: | 130 |
| Total Responses: | 130 |

SUMMARY

| VALUE | COUNT | PERCENT % |
|--------|-------|-----------|
| Female | 108 | 83.08% |
| Male | 22 | 16.92% |

Report from www.SurveyGizmo.com

4. How many classes are you taking?



STATISTICS

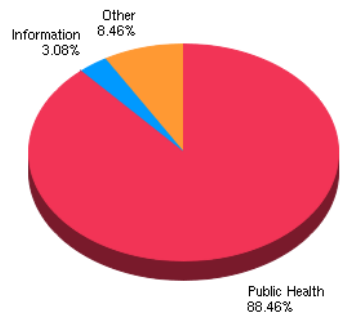
| | |
|-------------------|------|
| Choices Selected: | 130 |
| Total Responses: | 130 |
| Average: | 4.36 |

SUMMARY

| VALUE | COUNT | PERCENT % |
|-------|-------|-----------|
| 5 | 47 | 36.15% |
| 6 | 31 | 23.85% |
| 4 | 26 | 20.00% |
| 1 | 11 | 8.46% |
| 3 | 7 | 5.38% |
| 2 | 5 | 3.85% |
| 0 | 3 | 2.31% |

Report from www.SurveyGizmo.com

5. Which school are you associated with?



STATISTICS

| | |
|-------------------|-----|
| Choices Selected: | 130 |
| Total Responses: | 130 |

SUMMARY

| VALUE | COUNT | PERCENT % |
|---------------|-------|-----------|
| Public Health | 115 | 88.46% |
| Information | 4 | 3.08% |
| Business | 3 | 2.31% |
| LSA | 3 | 2.31% |
| Architecture | 2 | 1.54% |
| Engineering | 2 | 1.54% |
| SNRE | 1 | 0.77% |

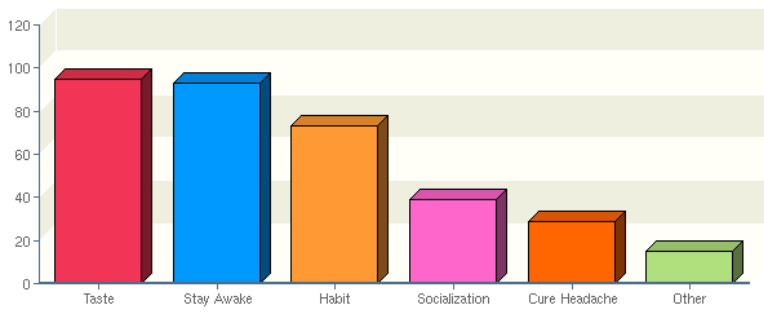
Report from www.SurveyGizmo.com

6. How many cups/bottles/cans of the following CAFFEINATED beverages did you have yesterday?

| ITEM | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Total |
|--------------------------|--------------|-------------|-------------|-------------|------------|------------|------------|------------|-------|
| Coffee | 43.1% 56 | 23.1% 30 | 18.5% 24 | 10.0% 13 | 1.5% 2 | 0.8% 1 | 0.8% 1 | 2.3% 3 | 130 |
| Tea | 63.8% 83 | 22.3% 29 | 10.8% 14 | 1.5% 2 | 0.8% 1 | 0.8% 1 | (N/A) 0 | (N/A) 0 | 130 |
| Coke (all types) | 77.7% 101 | 13.1% 17 | 6.2% 8 | 2.3% 3 | (N/A) 0 | (N/A) 0 | (N/A) 0 | 0.8% 1 | 130 |
| Pepsi (all types) | 98.5% 128 | 1.5% 2 | (N/A) 0 | (N/A) 0 | (N/A) 0 | (N/A) 0 | (N/A) 0 | (N/A) 0 | 130 |
| Mountain Dew (all types) | 97.7% 127 | 0.8% 1 | (N/A) 0 | 1.5% 2 | (N/A) 0 | (N/A) 0 | (N/A) 0 | (N/A) 0 | 130 |
| Energy Drinks (all) | 98.5% 128 | 1.5% 2 | (N/A) 0 | (N/A) 0 | (N/A) 0 | (N/A) 0 | (N/A) 0 | (N/A) 0 | 130 |
| Dr. Peppers | 97.7% 127 | 2.3% 3 | (N/A) 0 | (N/A) 0 | (N/A) 0 | (N/A) 0 | (N/A) 0 | (N/A) 0 | 130 |
| Root Beer | 96.9% 126 | 2.3% 3 | (N/A) 0 | (N/A) 0 | (N/A) 0 | (N/A) 0 | (N/A) 0 | 0.8% 1 | 130 |
| Cream Soda | 99.2% 129 | (N/A) 0 | (N/A) 0 | (N/A) 0 | 0.8% 1 | (N/A) 0 | (N/A) 0 | (N/A) 0 | 130 |
| Other | 95.4% 124 | 3.8% 5 | (N/A) 0 | (N/A) 0 | (N/A) 0 | (N/A) 0 | (N/A) 0 | 0.8% 1 | 130 |
| | 1,129 | 92 | 46 | 20 | 4 | 2 | 1 | 6 | |

Total Responses: 130

7. What are the reasons for which, you drink caffeinated beverages? (Select all that apply)



STATISTICS

| | |
|-------------------|-----|
| Choices Selected: | 130 |
| Total Responses: | 130 |

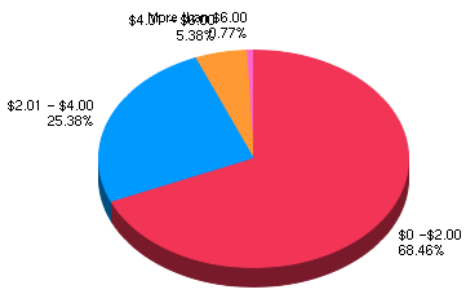
SUMMARY

| VALUE | COUNT | PERCENT % |
|--|-------|-----------|
| Taste | 95 | 73.08% |
| Stay Awake | 93 | 71.54% |
| Habit | 73 | 56.15% |
| Socialization | 39 | 30.00% |
| Cure Headache | 29 | 22.31% |
| antioxidants in green tea | 1 | 0.77% |
| antioxidants in tea | 1 | 0.77% |
| antioxidents | 1 | 0.77% |
| bubbly | 1 | 0.77% |
| health | 1 | 0.77% |
| i drink only when i'm watching kofee with karan | 1 | 0.77% |
| I get headaches if I do not drink caffeinated beverages | 1 | 0.77% |
| Increased alertness/focus | 1 | 0.77% |
| It's often the most readily available, other than water. | 1 | 0.77% |
| Reduces asthma symptoms. | 1 | 0.77% |
| reward/break | 1 | 0.77% |
| Thirsty | 1 | 0.77% |
| to wake up in the morning...different than stay awake | 1 | 0.77% |

| VALUE | COUNT | PERCENT % |
|------------------------|-------|-----------|
| wake up in the morning | 1 | 0.77% |
| warm drink | 1 | 0.77% |

Report from www.SurveyGizmo.com

8. On average, how much do you typically spend per day on caffeinated beverages?



STATISTICS

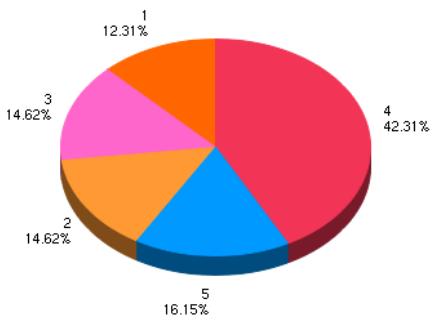
| | |
|-------------------|-----|
| Choices Selected: | 130 |
| Total Responses: | 130 |

SUMMARY

| VALUE | COUNT | PERCENT % |
|------------------|-------|-----------|
| \$0 - \$2.00 | 89 | 68.46% |
| \$2.01 - \$4.00 | 33 | 25.38% |
| \$4.01 - \$6.00 | 7 | 5.38% |
| More than \$6.00 | 1 | 0.77% |

Report from www.SurveyGizmo.com

9. How important is drinking caffeinated beverages in your daily lifestyle?



STATISTICS

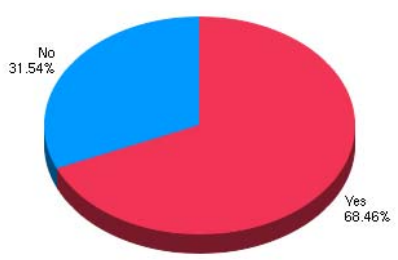
| | |
|-------------------|------|
| Choices Selected: | 130 |
| Total Responses: | 130 |
| Average: | 3.35 |

SUMMARY

| VALUE | COUNT | PERCENT % |
|-------|-------|-----------|
| 4 | 55 | 42.31% |
| 5 | 21 | 16.15% |
| 2 | 19 | 14.62% |
| 3 | 19 | 14.62% |
| 1 | 16 | 12.31% |

Report from www.SurveyGizmo.com

10. Do you feel that your caffeine intake has increased over the last 5 years?



STATISTICS

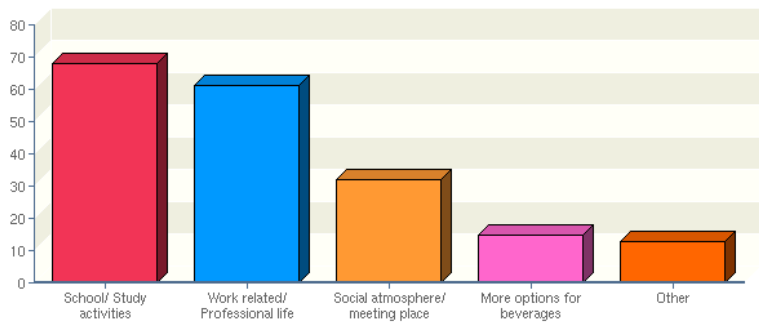
| | |
|-------------------|-----|
| Choices Selected: | 130 |
| Total Responses: | 130 |

SUMMARY

| VALUE | COUNT | PERCENT % |
|-------|-------|-----------|
| Yes | 89 | 68.46% |
| No | 41 | 31.54% |

Report from www.SurveyGizmo.com

11. If so, why do you think that is? List all that apply.



STATISTICS

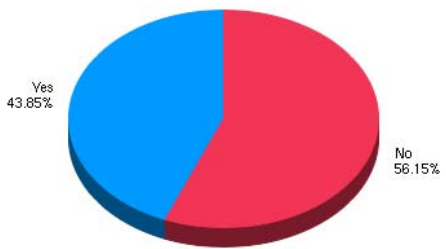
| | |
|-------------------|----|
| Choices Selected: | 95 |
| Total Responses: | 95 |

SUMMARY

| VALUE | COUNT | PERCENT % |
|----------------------------------|-------|-----------|
| School/ Study activities | 68 | 71.58% |
| Work related/ Professional life | 61 | 64.21% |
| Social atmosphere/ meeting place | 32 | 33.68% |
| More options for beverages | 15 | 15.79% |
| Other | 13 | 13.68% |

Report from www.SurveyGizmo.com

12. Do you know the alternatives to caffeinated beverages for the purpose of functioning effectively?



STATISTICS

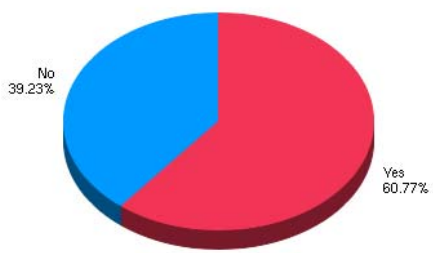
| | |
|-------------------|-----|
| Choices Selected: | 130 |
| Total Responses: | 130 |

SUMMARY

| VALUE | COUNT | PERCENT % |
|-------|-------|-----------|
| No | 73 | 56.15% |
| Yes | 57 | 43.85% |

Report from www.SurveyGizmo.com

13. Are you willing to try other alternatives to reduce your caffeine intake?



STATISTICS

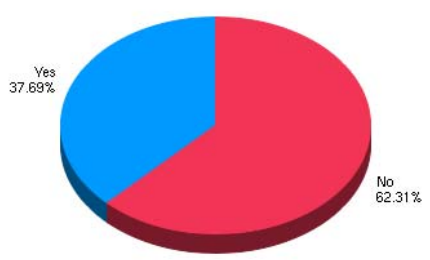
| | |
|-------------------|-----|
| Choices Selected: | 130 |
| Total Responses: | 130 |

SUMMARY

| VALUE | COUNT | PERCENT % |
|-------|-------|-----------|
| Yes | 79 | 60.77% |
| No | 51 | 39.23% |

Report from www.SurveyGizmo.com

14. Have you ever fealt that excess caffeine has affected your health?



STATISTICS

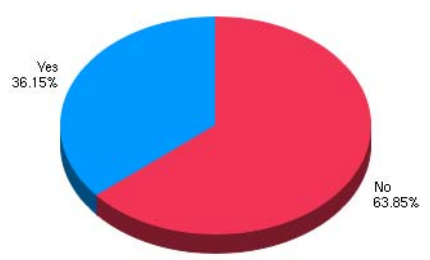
| | |
|-------------------|-----|
| Choices Selected: | 130 |
| Total Responses: | 130 |

SUMMARY

| VALUE | COUNT | PERCENT % |
|-------|-------|-----------|
| No | 81 | 62.31% |
| Yes | 49 | 37.69% |

Report from www.SurveyGizmo.com

15. Is there a reason you are willing to give up caffeine beverages?



STATISTICS

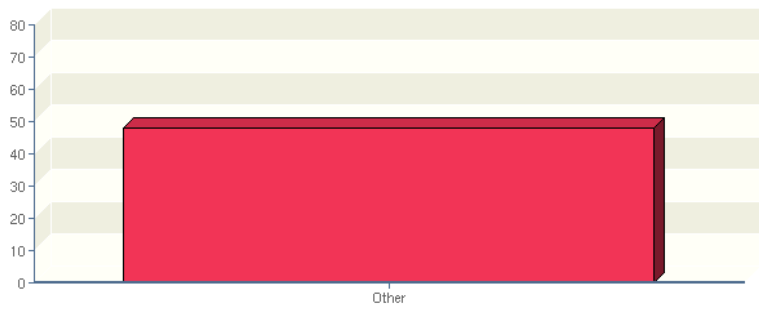
| | |
|-------------------|-----|
| Choices Selected: | 130 |
| Total Responses: | 130 |

SUMMARY

| VALUE | COUNT | PERCENT % |
|-------|-------|-----------|
| No | 83 | 63.85% |
| Yes | 47 | 36.15% |

Report from www.SurveyGizmo.com

16. If yes, what is it?



STATISTICS

| | |
|-------------------|----|
| Choices Selected: | 48 |
| Total Responses: | 48 |

SUMMARY

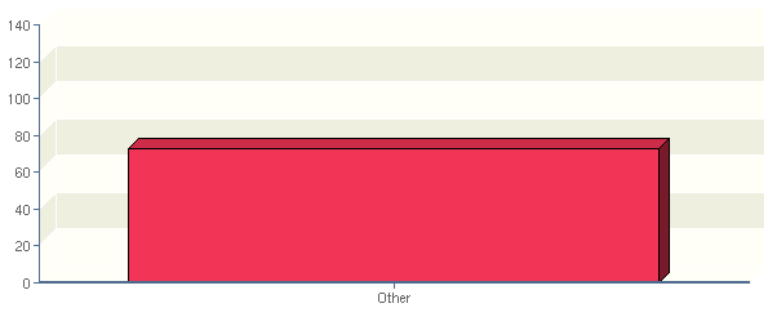
| VALUE | COUNT | PERCENT % |
|--|-------|-----------|
| also cause anxiety | 1 | 2.08% |
| Bad for my teeth | 1 | 2.08% |
| Better health | 1 | 2.08% |
| cost, and health effects, i functioned well without it before would like to be able to function without it again | 1 | 2.08% |
| Creates anxiety when I drink too much of it! | 1 | 2.08% |
| Disease prevention | 1 | 2.08% |
| Gaining weight and possible addiction | 1 | 2.08% |
| Have temporarily given up or reduced caffeinated beverage consumption to increase efficacy at a later point. | 1 | 2.08% |
| headaches when i do not drink it, makes me anxious sometimes | 1 | 2.08% |
| health | 1 | 2.08% |
| health (eg, less sugar when cut out soda) | 1 | 2.08% |
| health reasons, financial, | 1 | 2.08% |
| healthier for me | 1 | 2.08% |
| heart heath | 1 | 2.08% |
| I already did this - almost completely | 1 | 2.08% |
| I am willing to try something new | 1 | 2.08% |
| I cannot digest caffeine effectively and it makes me hyperactive | 1 | 2.08% |
| i do not feel my caffeine intake is problematic (there was no question on the survey asking for my opinion) | 1 | 2.08% |

| VALUE | COUNT | PERCENT % |
|--|-------|-----------|
| I don't like being dependent on things, and I know it's not great for you, but I think more clearly when drinking caffeine. | 1 | 2.08% |
| I don't like that I get addicted to it and I know that in the past I have functioned fine without it, it just tastes sooo good! | 1 | 2.08% |
| I drink them to excess, which is never a good thing. | 1 | 2.08% |
| I drink too much coffee and should reduce my intake | 1 | 2.08% |
| I hate the way it makes me feel afterwards. | 1 | 2.08% |
| i have hypertyroidism and it makes me feel sick if I have too much | 1 | 2.08% |
| I know I am dependent on caffeine. | 1 | 2.08% |
| I know it can become addictive and I don't want that. | 1 | 2.08% |
| I would like to reduce caffeine consumption because I often drink diet pop and it is so artificial. Also, I find that i have a harder time falling asleep if i consume a lot of coffee that day and then have a harder time waking up. also, i think too much caffeine is not good for your health, although i don't think 2 cups (what i drink) is excessive. | 1 | 2.08% |
| I'm not addicted to drinking them. | 1 | 2.08% |
| IBS | 1 | 2.08% |
| If I had enough time to sleep normally. | 1 | 2.08% |
| If it was negatively affecting my health or functioning | 1 | 2.08% |
| if koffee with karan ends | 1 | 2.08% |
| If my teeth began to fall out. | 1 | 2.08% |
| It's not a large part of my life | 1 | 2.08% |
| Medical condition (specifically, caffeine can contribute to fibrous cysts in breast tissue) | 1 | 2.08% |
| more healthier lifestyle | 1 | 2.08% |
| More sleep | 1 | 2.08% |
| no money or time | 1 | 2.08% |
| once I graduate | 1 | 2.08% |
| Pop is too sugary! I don't want diabetes! | 1 | 2.08% |
| remove dependency | 1 | 2.08% |
| something better | 1 | 2.08% |
| They make me jittery and then tired. | 1 | 2.08% |

| VALUE | COUNT | PERCENT % |
|--|-------|-----------|
| To whiten my teeth | 1 | 2.08% |
| Too much caffeine is bad for you. | 1 | 2.08% |
| too much isn't good for health | 1 | 2.08% |
| trying to lose weight | 1 | 2.08% |
| When I get pregnant :) But only for those 9 months | 1 | 2.08% |

Report from www.SurveyGizmo.com

17. Enter your unique name (UM ID)



| STATISTICS | |
|-------------------|--------------|
| Choices Selected: | 73 |
| Total Responses: | 73 |
| Average: | 9,564,621.59 |

SUMMARY

| VALUE | COUNT | PERCENT % |
|-----------|-------|-----------|
| 000000000 | 1 | 1.37% |
| 08820222 | 1 | 1.37% |
| 15981813 | 1 | 1.37% |
| 18580415 | 1 | 1.37% |
| 34375041 | 1 | 1.37% |
| 35137363 | 1 | 1.37% |
| 37313752 | 1 | 1.37% |
| 37544178 | 1 | 1.37% |
| 39153396 | 1 | 1.37% |
| 40985737 | 1 | 1.37% |
| 41968778 | 1 | 1.37% |
| 42991787 | 1 | 1.37% |
| 53514102 | 1 | 1.37% |
| 56234545 | 1 | 1.37% |
| 64747662 | 1 | 1.37% |
| 84459355 | 1 | 1.37% |
| 86409230 | 1 | 1.37% |
| absilv | 1 | 1.37% |
| aburlock | 1 | 1.37% |
| aglaser | 1 | 1.37% |
| amarkovi | 1 | 1.37% |
| aneumey | 1 | 1.37% |
| annalp | 1 | 1.37% |
| bauercm | 1 | 1.37% |
| broy | 1 | 1.37% |
| cashen | 1 | 1.37% |

| VALUE | COUNT | PERCENT % |
|----------|-------|-----------|
| ciesiann | 1 | 1.37% |
| crheinga | 1 | 1.37% |
| derricky | 1 | 1.37% |
| ecnockae | 1 | 1.37% |
| ecyen | 1 | 1.37% |
| egilchri | 1 | 1.37% |
| ekglover | 1 | 1.37% |
| elizford | 1 | 1.37% |
| espingel | 1 | 1.37% |
| fedarko | 1 | 1.37% |
| fionamcm | 1 | 1.37% |
| hsyer | 1 | 1.37% |
| jayem | 1 | 1.37% |
| jgcohen | 1 | 1.37% |
| jonettaj | 1 | 1.37% |
| jychin | 1 | 1.37% |
| kelan | 1 | 1.37% |
| kmbblack | 1 | 1.37% |
| kpell | 1 | 1.37% |
| kremens | 1 | 1.37% |
| kylitalo | 1 | 1.37% |
| laurdarm | 1 | 1.37% |
| lbharrin | 1 | 1.37% |
| lpclark | 1 | 1.37% |
| mansia | 1 | 1.37% |
| manuelas | 1 | 1.37% |

| VALUE | COUNT | PERCENT % |
|--------------------|-------|-----------|
| mdho | 1 | 1.37% |
| meghaks | 1 | 1.37% |
| nancywen | 1 | 1.37% |
| no | 1 | 1.37% |
| oel | 1 | 1.37% |
| poorvav | 1 | 1.37% |
| racheljg | 1 | 1.37% |
| rambash | 1 | 1.37% |
| rpetrak | 1 | 1.37% |
| saraht | 1 | 1.37% |
| sbenita | 1 | 1.37% |
| terriwr | 1 | 1.37% |
| tiffan | 1 | 1.37% |
| trcallan | 1 | 1.37% |
| vhannosh | 1 | 1.37% |
| vrichter | 1 | 1.37% |
| whyisthisnecessary | 1 | 1.37% |
| yharden | 1 | 1.37% |
| youatt | 1 | 1.37% |
| zhanxw | 1 | 1.37% |
| zhjiang | 1 | 1.37% |

Report from www.SurveyGizmo.com