

Environmental Design

Client: City Brew **Industry:** Retail

Opportunity

City Brew Coffee had become a local favorite across Montana, Wyoming and North Dakota, but struggled with scaling up as its popularity and market share increased. Kinetic has assisted with branding, advertising and environmental design to support City Brew's growth as it navigates the challenges of rapid expansion.

Actions

Conducting market research and strategic planning, Kinetic initially focused on brand messaging and continues to provide City Brew with comprehensive digital marketing services, custom photography and packaging design. Some of our most rewarding and prolific work with City Brew is in the realm of environmental design (across all of their multi state locations).

In conjunction with both seasonal and evergreen campaigns, we design and coordinate the installation of window wraps, interior and exterior menu boards, large-scale wraps, register signs and shelf-talkers (to name a few). We also work closely with City Brew in promoting its community pride by developing sponsor graphics that support local athletics and other causes.

Results

City Brew has grown to enjoy packaged distribution in hotels and box stores, including Costco, and to become locals' favorite coffee seller. Our work for City Brew has won two ADDY Awards and has proved that effective environmental design does more than provide information and advertising, but actually transforms how customers feel about a space. In creating these graphics for City Brew, we focus on differentiated brand elements and elegant simplicity, all within the context of shaping the customer experience. City Brew continues to expand, grow and find incredible success in this competitive market.



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SIGNATURE DRINKS		
Mountain Morning Latte White Chocolate with Caramel Pecan 210-415 c Short \$4.25 Tall \$4.95 Grande \$5.25	Campfire Mocha Chocolate with Tiramisu Marshmallows 220-430 c Short \$4.25 Tall \$4.95 Grande \$5.25	Local Latte White Chocolate with Sweetened Condensed Milk & Cinnamon 230-400 c Short \$4.25 Tall \$4.95 Grande \$5.25
COLD FAVORITES		
Grizzly Granita Cinnamon Roll Protein Butter 375-630 c Short \$4.95 Tall \$5.25 Grande \$5.75	Coffee Granita 420-730 c Short \$3.95 Tall \$4.45 Grande \$5.25	Specialty Frappe 350-1100 c Short \$4.25 Tall \$4.95 Grande \$5.25 Vanilla Caramel Mocha Huckleberry Green Tea Short \$4.95 Tall \$5.25 Grande \$5.75
Smoothies 410-760 c Short \$3.95 Tall \$4.55 Grande \$4.95 Mango Strawberry Wildberry	Sparkling Lemonade 140-285 c Short \$3.95 Tall \$4.25 Grande \$4.75 Peach Huckleberry	
Refreshers 60-140 c Short \$3.45 Tall \$3.95 Grande \$4.45 Strawberry Acai Wildberry Hibiscus Watermelon Cucumber Mint	Chargers Energy Infused Try it blended, hot or with cream 130-260 c Short \$4.95 Tall \$5.25 Grande \$5.75 Mango Strawberry Wildberry <small>Sugar-free options available</small>	

BURRITOS	SANDWICHES	CROISSANTS
Sausage 275 c Egg & Cheddar \$4.95	Bacon Ciabatta 380 c with Egg & Gouda \$4.75	Turkey & Cheddar 520 c \$3.95
Turkey Bacon 360 c Egg White & Pepper Jack \$4.95	Sausage English Muffin with Egg & Cheddar 510 c \$4.75	Ham & Swiss 500 c with Egg & Cheddar 510 c \$3.95
Sun Dried Tomato Wrap Cucumbers, Manual Veggies & Gouda 285 c \$4.25	Sausage Spicy Biscuit with Egg & Cheese on a Jalapeno Biscuit 450 c \$4.75	Egg Bites Assorted Flavors 180-210 c \$4.45
Ham & Swiss Pretzel 450 c \$5.25	The Skinny Turkey Bacon, Egg White & Gouda 255 c \$4.95	
BAKED GOODS		
Muffins 370-490 c Blueberry Monkey \$2.95	Cinnamon Twist 470 c \$3.25	Chocolate Caramel Brownie 380 c \$2.95
Breads 270-410 c Banana Lemon Poppyseed Mixed Berry \$2.95	Raspberry Stick 320 c \$2.95	Raspberry Oatmeal Bar 530 c \$2.95
Scones 580-610 c Blueberry Cinnamon Cranberry Orange \$2.95	Cookies 400-630 c Chocolate Chunk Sugar Oatmeal Peanut Butter \$2.95	Caramel Pecan Roll 760 c \$3.75
Coffee Cake 440 c \$3.45		

