



BREWING A STRATEGIC PARTNERSHIP

After opening a new state-of-the-art roasting facility in 2010, Cameron's Coffee needed a web presence to match the quality of their coffee. They looked to Cazarin to build their new site and establish Cameron's in the eCommerce coffee marketplace. Within six months they experienced a 30% increase in online sales.

STARTING FROM THE GROUNDS UP

Our goal was to translate Cameron's new brand and packaging assets into a fresh and inviting digital experience. Combining their bright color palette with active lifestyle imagery and a brisk shopping experience, we were able to fully reflect the values and attitudes of Cameron's target audience.

“ We are very happy with our new web site. We feel the look and overall feel of the site conveys our premium brand image well. We have already experienced significantly improved traffic and revenue.

Bill Kirkpatrick
CEO, Cameron's Coffee

TACTICS

- Website Design
- Video Production
- Content Marketing
- Email Marketing
- Social Marketing

