

Gift With Purchase

IDEAS: Restaurant, Coffee Shop, Auto Shop

Treemate Coffee is a growing local coffee franchise that focuses on building “tribes” of loyal followers through grass-roots style marketing and rewarding those who help them to achieve their mission of fair trade, diversification and equal opportunity.

In order to build their following, Treemate built an online loyalty shop where their customers can exchange purchases, donations and good deeds for exclusive promotional merchandise as a way to reward, recognize and create “belongingness.”

- Merchandise is branded with fun sayings and designs decorated in vibrant full-color art showcasing their affiliation with Treemate’s Brand.
- When out at public events, or sponsoring meet-ups, Treemate takes “coupon pens” branded with information about their affiliate program and where to sign up. They also have higher-end metal pens that they keep on hand to distribute in their stores to regulars.

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