

“Wake Up. It’s Eight O’Clock”

Coffee brand launches TV ad campaign

Oct 13, 2004

MONTVALE, N.J. -- Adding to its 145-year history, heritage and reputation for great coffee taste and value, Eight O’Clock Coffee has launched its first modern TV advertising campaign.



The TV advertising marks a new beginning for Eight O’Clock Coffee, the nation’s third-largest coffee brand. Acquired from A&P Supermarkets in November of 2003, the company is now incorporated as The Eight O’Clock Coffee Co.

With almost 150 years of roasting experience, Eight O’Clock is among the oldest coffee brands in America.

The new TV campaign was created by New York City-based The Kaplan Thaler Group. Featuring two different 30-second spots, the campaign uses the tagline, “Wake Up. It’s Eight O’Clock,” designed to communicate that Eight O’Clock is real coffee for real people for real mornings, the company said.

The first commercial aired on October 11. The ad showcases Whistling Champion Steve Herbst of New York, who can’t wet his award-winning whistle until he drinks his first cup of Eight O’Clock Coffee in the morning. The second spot, to begin airing October 22, features professional women’s basketball player and 2004 gold medalist Diana Taurasi, whose shot is off target until she enjoys her first taste of Eight O’Clock Coffee.

“With 145 years of heritage, we have tremendous brand awareness and a solid base of loyal customers who value Eight O’Clock’s rich, smooth, satisfying coffee,” said David Allen, director of marketing for The Eight O’Clock Coffee Co. “The new TV campaign allows us to recharge, revitalize and have fun with our brand while introducing it to real people who find a good cup of coffee helps make their morning a little better.”

Eight O’Clock Coffee is an American business and product success story of a private-label store brand that became a national brand. First sold in bulk in 1859 when the Great Atlantic & Pacific Tea Co. opened its first store, Eight O’Clock is the third ranked national brand. In July 2003, Eight O’Clock Coffee launched a line of ground coffee to complement its top-selling whole-bean lineup. Today, Eight O’Clock Coffee offers ground coffee in blends to match their most popular whole bean varieties—Original, 100% Colombian, French Roast, Hazlenut and Original Decaffeinated. The Eight O’Clock name was determined after the company conducted a survey to identify what time of day most coffee was consumed; the most popular time was Eight O’Clock, both a.m. and p.m.