

Success Stories

How The Marketing Centre helped DRWakefield reinvigorate its brand and build stronger engagement with a younger coffee audience.

About DRWakefield

DRWakefield is a green coffee specialist working with growers, roasters and coffee buyers.

As coffee culture changed, the business needed to adapt its brand and marketing to engage both traditional commodity buyers and smaller independent roasters.

The Marketing Centre helped DRWakefield clarify its positioning and strengthen its presence in a more fragmented, specialist coffee market.

The Challenge

The coffee market had become more fragmented, with start-up roasters seeking different and unique speciality coffees.

DRWakefield needed to adapt to this shift while still serving established commodity buyers and building stronger engagement with smaller roasters.



DRWakefield

The Solution

The Marketing Centre helped DRWakefield refresh its brand and develop an integrated marketing strategy.

This included:

- **Brand differentiation:** Creating a brand that stood apart from competitors and felt more aligned with current coffee culture.
- **Website relaunch:** Relaunching DRWakefield's web presence to meet the expectations of a younger, more demanding audience.
- **Integrated marketing:** Leveraging the company's expertise, knowledge and quality standards to engage growers and roasters.

"The process has added strategic clarity to who we are, what we do, and why we're good at it."

Simon Wakefield, Business Owner and Managing Director

Results

The work helped DRWakefield build a stronger and clearer position in the coffee market.

- Established DRWakefield as the “one-stop, global, green coffee experts”
- Contributed to annual revenue growth of 12% year on year since 2011
- Built a stronger brand presence with key market influencers including the Soil Association, Fairtrade and the Rainforest Alliance
- Strengthened engagement with farmers in origin and roasters alike

Long-Term Investment

The brand refresh gave DRWakefield greater clarity, stronger positioning and the confidence to keep developing its marketing journey.

With a part-time Marketing Director in place, the business gained senior marketing support to keep building momentum and strengthening its place in the evolving coffee market.

Simon Wakefield, Business Owner and Managing Director

“We have come a long way in a short space of time. Initially I was sceptical about the need for a brand refresh but the process has added strategic clarity to who we are, what we do, and why we’re good at it.”



Have a question?

Call us on **0208 166 3106** or email us at info@themarketingcentre.com.
You can find out more at www.themarketingcentre.com