

MICRO-£-TYCO®

INSPIRATION | KNOWLEDGE | NETWORKS

Steven Thomson, 2017

For our Micro-Tyco project, I came up with the idea of selling advertising space on take-away coffee cups.

The inspiration behind my idea was that people spend anywhere between 15-30 minutes with their coffee cup and this provided the perfect “blank canvas” to place an advertisement in the form of a coupon.



The way our product would work: we would sell advertising space on 3cm x 3cm “peel and reveal” stickers which could be easily peeled back and used as coupons.

We initially realised this would be a great way for small businesses to advertise; the coupons could be distributed within their vicinity and at a relatively **cheap** rate. Our advertisements would also be **tangible** as opposed to the adverts on social media which can be ignored more easily.

The value our product brings is **engagement** and a reliable distribution network with high traffic.

Our method of advertising is similar to distributing flyers, but bypasses the time taken to distribute and the cost of employing people to distribute. When people see our adverts, they will react in a more positive way because they see it as **an extension of the product they are already buying.**

Distributing our advertisements wouldn't pose any logistical issues to our coffee shops as it takes less time to place a sticker than writing a name on a coffee cup.

First...we had to get coffee shops on board.

To begin with, this was quite difficult as coffee shops were looking for something in return; they weren't completely satisfied that the coupons were adding value to their products.

I then started to create social media accounts which we would use to advertise the coffee shops that were distributing our coupons. This took off quite well and is continuing to grow. I managed to get some of my friends who blog and vlog to follow our pages and post about us on their social media pages also.

I also have connections with online advertising agencies in Canada who deal with a lot of UK web traffic. I spoke with one of their directors about my idea and agreed to help boost our online presence. This will be useful when we have a little bit more substance and a larger coffee shop network established. I hope to add a further 10 coffee shops to our inventory in the near future and I think this will help us sell the advertising space more easily.

Unfortunately, over the month of October, we were unable to generate any profits for the Micro-Tyco challenge. But instead of ditching my idea, I'm even more focused on making it a success. I do believe in my idea and can see future prospects for this project. Perhaps for the context of the 31-day challenge, this idea was a little far-fetched in terms of trying to turn a profit. But over the past month I've gained invaluable experience in business and I put this down to the Micro-Tyco concept itself. I've thoroughly enjoyed taking part and would still call our challenge a success.