

# Brand Strategy

## 41 & Change Coffee Co.

magneti   
CASE  
STUDIES

### EXECUTIVE SUMMARY

41 & Change Coffee Company is a Christian nonprofit located in the U.S. and Nicaragua. Through the production and selling of coffee, 41 & Change works to send Nicaraguan youth to Young Life camps in both Nicaragua and the U.S. Magneti started working with 41 & Change, at the time known as Beyond Beans, in January of 2015 for a three-month project to rebrand the organization. Magneti established the name '41 & Change' and created a brand that speaks to the company's mission of helping Nicaraguan youth become better leaders and neighbors. The project resulted in a 62.65 percent increase in the overall revenue of 41 & Change by 2016. Magneti also helped 41 & Change with their web strategy, conversion strategy, product repackaging and website design.

### ABOUT THE CLIENT

In the 1990s, Young Life purchased a piece of land near Jinotega, Nicaragua to develop a Young Life camp. After the discovery of coffee plants growing on the property, and its extraordinary taste, North American missionaries planted more coffee to create the 30 acres of plants that exist today. Every penny of profit goes towards sending Nicaraguan kids to camp — many to La Finca in Nicaragua, where the coffee is grown, and some to local Young Life camps in North America. The mission of 41 & Change Coffee Co. is to help youth believe in their capabilities, grow and develop in difficult circumstances, and help their neighbors do so as well.

**41 &  
change**  
COFFEE CO.

### STRATEGY

Throughout the rebranding process, Magneti and the 41 & Change leaders worked together to establish a brand that communicated the company values. With many voices and opinions contributing to the conversation, the team focused on staying in line with the overarching goal of the company — sending kids to camp. The brand needed to resonate with the appropriate target market and match a modern brand aesthetic, while also speaking to the history of the organization.

The team spent significant time refining the target persona — one that would be drawn to this sophisticated, yet reliable brand. The challenge of changing the name, rebranding the company and establishing a go-to market strategy was resolved through the involvement of every team member. Though overwhelming at times, every contributor was heard in each process. Young Life was founded in 1941, and the name '41 & Change' truly speaks to the history of the company and their ultimate goal of charitable contribution.

## RESULTS

The rebranding process resulted in a close tie between the company goal of charitable impact and the quality product that they sell. The element of story is core to 41 & Change — the organization wants their customers to be reminded that they are helping Nicaraguan youth every morning when they have their cup of coffee.

Change never tasted so good.



Within two years of the rebranding process, 41 & Change saw:

YEAR 1:



**+65.56% total income**  
**+62.65% net revenue**  
**+43.55% Young Life charitable giveback**

YEAR 2:



**+47.13% total income**  
**+40.61% net revenue**  
**+21.22% Young Life charitable giveback**

These results can be attributed to the connection between 41 & Change's product and overall mission. Through teamwork and constant communication with 41 & Change, Young Life Give Back will continue to increase for many years to come.

## ABOUT MAGNETI

Magneti is a full-stack digital marketing agency based in Colorado. Our team of experienced and innovative marketers develop custom marketing strategies designed to grow organizations and tell their stories online. Our end-to-end digital marketing services include SEO, PPC, user experience strategy, content strategy + development, email marketing and more. [Contact us](#) to learn how we can put our solutions to work for you.

## CONTACT US

info@magneti.com  
612 N. Tejon St.  
Colorado Springs, CO 80903  
(720) 515-4805