

One of my favorite marketing campaigns is Nespresso's "What Else?" campaign. This campaign features a series of advertisements that intend to build a brand image of exclusivity and sophistication. The catch is that any ordinary person can associate his or herself with Nespresso simply by drinking it. The advertisements within the "What Else?" campaign have a satirical tone to them that allows any viewer to appreciate the humor while aligning his or herself with the brand. The most recent of these advertisements features George Clooney and Danny DeVito. The juxtaposition of a suave and sophisticated Clooney next to an uncouth DeVito points out the differences between regular coffee drinkers and Nespresso drinkers. Clooney enjoys doing things like going to art galleries and observing works of art while DeVito enjoys staring at beautiful women. Clooney takes a Napoleonic DeVito under his wing to "teach" him how to be a Nespresso drinker. The irony of this learning curve is what makes the commercial so humorous and relatable. The creators of this campaign understand human nature and how people are constantly, subconsciously or consciously, seeking easy ways to improve themselves. Nespresso is an easy way for someone to become a sophisticated and high-class person without making drastic lifestyle changes.

The target audience of these commercials is anyone who considers his or herself a coffee drinker looking for something a little more exciting. The audience consists of people who might be worn down from the dullness and drudgery of everyday life. This dullness can creep into other aspects of their life and change them while they remain oblivious. DeVito realizes the rut he has fallen into when he looks behind him in the line to get regular coffee and sees a limited number of less sophisticated people who he is now associated with simply because he drinks regular coffee. Many people want to get out of this rut by partaking in activities that they associate with a classier lifestyle and Nespresso takes advantage of this insight by portraying their product as a solution. The target audience would be open to making a change to Nespresso to improve their quality of life.

Nespresso probably did extensive market research on coffee drinkers and the psychological reasons behind why people drink coffee. Nespresso determined that it would be an effective message to align its brand with a humorous approach to sophistication. Despite many goofy elements within the commercial, it also has many true elements that regular people can connect to. This audience needs to establish a connection to the brand that is going to be helping them improve their life. They need to have a tie to the product that they can refer back to when deciding whether or not to buy the product. The humor combined with the storyline of the commercial makes it memorable to the audience and allows them to easily recall the product.

This commercial varies from many other funny commercials because it has evidently identified the values important to its audience and is playing off of what is important to them. They use psychology to manipulate the audience's priority of social status and self-worth. Even the tag line was created by psychological insights, "experience a cup above it." Nespresso used an analysis of their target audience to develop a campaign that demonstrates a product that will help them change other peoples' perception of themselves as well as their self-perception. At the end of the commercial, someone comes up to DeVito seeking the same guidance that he sought from Clooney at the beginning of the commercial, thus continuing the cycle.