



Common Ground Coffee Co.

GOOD COFFEE. BETTER COMPANY.

WHO WE ARE

Coffee has always been an excuse to slow down. To catch up with someone you haven't seen in months. To sit beside a stranger and somehow find shared interests. To take five minutes before the day gets away from you.

Common Ground Coffee Co. was created around the idea that coffee should bring people together, not just get them through the morning.

We source thoughtfully roasted beans from independent farms, work with local roasters, and create a space where there's always room for one more at the table.

Because the best part of coffee was never really the coffee. It's what happens around it.

INSTAGRAM CAPTIONS

- "Coffee tastes better when you don't have somewhere else to be."
- "Pull up a chair. There's always room at Common Ground."
- "Your coffee order says a lot about you. So does the person you're sharing it with."

WEBSITE HEADERS

- *A better cup starts with a reason to stay.*
- *Coffee worth slowing down for.*
- *Find your common ground.*
- *Where good coffee meets good company.*

30 SECOND AD CONCEPT

A montage of small, genuine moments between strangers, friends, coworkers, and family members all connected by coffee. A quick conversation between strangers becomes a shared laugh. An old friend catches up over a cup. Coworkers linger at the table long after their meeting has ended. Family enjoys a quiet moment together. The focus isn't on the coffee itself, but on the connections it creates and the moments that happen when people slow down long enough to be present with one another. The ad ends by reminding viewers that sometimes, the best part of coffee isn't what's in the cup, but who you're sipping with.

