

Kettlefern Coffee: angle brief

Kettlefern Coffee is a fictional demo brand made to show the process. Its product, prices and policies are placeholders. For a client, every claim comes from the client and their own product photos are used.

Product: Kettlefern Low-Acid Medium Roast, 12 oz, whole bean or ground. Also in the line: Low-Acid Dark Roast and Low-Acid Decaf. Brazil and Sumatra beans, roasted the week they ship. Subscription: every 2, 3 or 4 weeks, skip or pause any time, free shipping on subscriptions. Tasting notes: milk chocolate, toasted almond, brown sugar. First-bag money-back guarantee.

Public version: competitor names are replaced with descriptions. Client briefs name them and link each ad in the Meta Ad Library.

Competitor ads that shaped the angles

Advertiser	Days	What it does
Coffee brand (identity + low-acid ads)	127	Person-led photo, 'would your coffee pass a health check?': mold, high acidity and sourcing as the enemy; low acid as a feature.
Same coffee brand, second ad	108	Identity-led ('___ mom approved'), discount in headline, product benefits listed in the body.
Small-batch roaster	117	Roaster-drum process photo; body sells free shipping over a threshold and saving with a subscription.
Coffee subscription brand	12	Carousel of dark, moody product stills; 'Fresh coffee vs. stale coffee'; roasted the day it ships; pause, skip or adjust any time.
Local roaster	86	Local roaster; 'we roast in house and cup every batch' as the freshness proof.
Specialty coffee brand	1	Top-down flight of six cups; '6 specialty coffees'; flavor notes in the body.
Coffee brand (product line-up)	2	Product line-up outdoors; 'a roast for everyone you love'.
Digestion/reflux story advertorials	92	Native-looking everyday photos and long first-person stories about stomach trouble after meals and coffee. Shows the pain is a strong, long-running hook in this search.
Reddit thread, r/RedditForGrownups	n/a	Customer language: the main objection to low-acid coffee is taste.
Reddit thread, r/espresso	n/a	Customer language: people who love coffee but say their stomach doesn't love it as much as it used to.

Angles

A. Coffee you don't pay for later (Problem aware)

The 'low acid coffee' search is full of long-running stomach and reflux story ads (one at 92 days), and a coffee brand has run "Mold, high acidity, and poor sourcing quietly wreck your gut" for 127 days. On Reddit, buyers say coffee is 'killing my tummy'. The pain is proven; almost nobody shows the product next to it.

B. Fresh, not stale (Solution aware)

One brand runs a whole 'fresh vs. stale' carousel. Two others say they roast fresh or in house (127 and 86 days live), and a third shows its roaster drum (117 days). Showing the roast date beats saying 'fresh'.

C. Low acid, not low flavor (Product aware)

The question buyers actually type is 'does low-acid coffee taste like the regular stuff?'. Competitors talk about the stomach and skip taste entirely, so this is the least crowded message.

D. Never run out, stay in control (Most aware)

A roaster has run 'save with a subscription' for 117 days, and another leads with 'pause, skip or adjust anytime'. Subscription fear is about losing control, so show the controls.

E. Find your roast (Solution aware)

Competitors sell the range with cup flights and line-ups ('a roast for everyone'). A tasting set lowers the risk of picking wrong and doubles as a gift.

A. Coffee you don't pay for later



A1 · Product hero + problem question

Image: Love coffee? Stomach disagrees?

Headline: Low-acid coffee that still tastes like coffee

Description: Whole bean or ground. Free shipping on subscriptions.

You love your morning cup. Your stomach has opinions.

Kettlefern is a low-acid medium roast made from Brazil and Sumatra beans, roasted slow so it comes out smooth and round instead of sharp.

Try a bag. If it's not for you, your first bag is on us.



A2 · Native everyday photo + caption bar

Image: Coffee with a side of antacids?

Headline: Your morning cup, minus the regret

Description: Low-acid medium roast. First bag guaranteed.

If your coffee routine ends with an antacid, the coffee might be the place to start.

Kettlefern is a low-acid medium roast: Brazil and Sumatra beans, roasted slow for a smooth, chocolatey cup.

Same ritual. Gentler coffee.



A3 · Us vs. them comparison

Image: Regular coffee vs. Kettlefern

Headline: Not all coffee sits the same

Description: Roasted the week it ships.

Most supermarket coffee is built to be bright and punchy. That's great until it isn't.

Kettlefern picks naturally low-acid beans from Brazil and Sumatra and roasts them slow. The cup is smooth, with milk chocolate and toasted almond notes.

See the difference in one bag.



A4 · Bold typographic

Image: Coffee shouldn't feel like a dare.

Headline: Smooth coffee for people who love coffee

Description: Free shipping on subscriptions.

You shouldn't have to brace yourself before your second cup.

Kettlefern is a low-acid medium roast, roasted slow from Brazil and Sumatra beans. Smooth, full-bodied, no sour bite.

Whole bean or ground. Delivered every 2, 3 or 4 weeks, or buy once.

B. Fresh, not stale



B1 · Hand-held detail shot

Image: Check the date on your coffee bag.

Headline: Roasted the week it ships

Description: Low-acid medium roast, whole bean or ground.

Flip over the coffee bag in your cupboard. Is there a roast date, or just a 'best by'?

Every Kettlefern bag has the day it was roasted on the side, and it ships that same week.

Fresh coffee tastes sweeter and smoother. Taste it for yourself.



B2 · Side-by-side photo comparison

Image: “Best by” vs. “Roasted on”

Headline: Coffee with a roast date, not a best-by date

Description: Free shipping on subscriptions.

A 'best by' date tells you when the coffee expires. A roast date tells you when it was made.

Kettlefern prints the roast date on every bag and ships the same week. Low-acid medium roast, Brazil and Sumatra beans.

Your cupboard deserves better than mystery coffee.



B3 · Process photo

Image: Roasted this week. Shipped this week.

Headline: From our roaster to your kitchen in days

Description: Whole bean or ground. Skip or pause any time.

We roast in small batches every week and only ship what we just roasted.

That's why Kettlefern smells like coffee the moment you open the bag.

Low-acid medium roast: smooth, chocolatey, easy on the morning.



B4 · Infographic table

Image: Where your coffee has been

Headline: Skip the warehouse. Get it fresh.

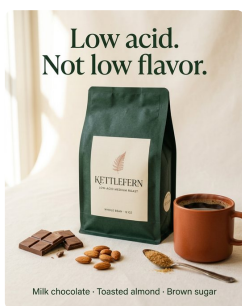
Description: Roast date on every bag.

Supermarket coffee goes from roaster to warehouse to truck to shelf before it gets to you.

Kettlefern goes from our roaster to a bag to your door, roasted the week it ships.

Low-acid medium roast. Taste the difference.

C. Low acid, not low flavor



C1 · Flavor-note still life

Image: Low acid. Not low flavor.

Headline: Smooth, chocolatey, low-acid coffee

Description: Whole bean or ground.

Low-acid coffee has a reputation for tasting flat. Ours doesn't.

Kettlefern Medium Roast tastes like milk chocolate, toasted almond and brown sugar, with a full body and none of the sour bite.

If you don't love your first bag, we refund it.



C2 · Question headline (customer language)

Image: "Does low-acid coffee taste like regular coffee?"

Headline: Does low-acid coffee taste like real coffee?

Description: First-bag money-back guarantee.

It's the first question everyone asks. Fair.

Kettlefern is a medium roast with milk chocolate and toasted almond notes and a full body. It's low acid because of the beans (Brazil and Sumatra) and a slow roast, not because anything is taken out.

The only way to know is to taste it, so the first bag is guaranteed.



C3 · Lifestyle moment

Image: The smooth cup you'd actually drink black.

Headline: Smooth enough to drink black

Description: Free shipping on subscriptions.

If you load your coffee with cream to hide the bitterness, try it black once.

Kettlefern Medium Roast is low acid and roasted slow, so it's smooth on its own: milk chocolate, toasted almond, brown sugar.

Whole bean or ground, shipped the week it's roasted.



C4 · Tasting card

Image: Tasting notes

Headline: Meet your new daily coffee

Description: Whole bean or ground. Skip or pause any time.

Milk chocolate. Toasted almond. Brown sugar. Low acidity, full body.

That's Kettlefern Medium Roast: Brazil and Sumatra beans, roasted slow, shipped the week they're roasted.

Grab a bag, or subscribe and get free shipping.

D. Never run out, stay in control



D1 · Phone screen + product

Image: Coffee on autopilot. You stay in charge.

Headline: A coffee subscription you control

Description: Low-acid coffee, delivered.

Fresh coffee every 2, 3 or 4 weeks. Change it whenever you like.

Skip a delivery, pause for a trip, switch from medium to dark, all from your account. No calls, no emails.

Free shipping on every subscription order.



D2 · Relatable pain photo

Image: The worst way to start a Monday.

Headline: Never open an empty coffee bag again

Description: Free shipping on subscriptions.

6:40 a.m. You open the coffee bag. Three beans and some dust.

A Kettlefern subscription sends a fresh bag every 2, 3 or 4 weeks, so the next one shows up before you run out. Skip or pause any time.

Low-acid medium roast, roasted the week it ships.



D3 · Doorstep delivery

Image: Here before you run out.

Headline: Fresh coffee, delivered on your schedule

Description: Kettlefern Low-Acid Medium Roast.

Pick every 2, 3 or 4 weeks. We roast, bag and ship it the same week.

You never run out, and you never get a bag that's been sitting in a warehouse.

Skip or pause any time. Free shipping on subscriptions.



D4 · Benefit checklist

Image: Subscribe without the subscription headache

Headline: The no-hassle coffee subscription

Description: Every 2, 3 or 4 weeks.

Subscriptions shouldn't be hard to leave. Ours isn't.

Free shipping. Skip or pause any time. Change your roast or grind. Cancel online, no phone call.

And the coffee: low-acid medium roast, roasted the week it ships.

E. Find your roast



E1 · Top-down flight

Image: Not sure which roast? Try all three.

Headline: The Kettlefern Tasting Set

Description: 3 bags. Free shipping.

Medium, dark or decaf? You don't have to guess.

The Tasting Set has one bag of each, all low acid, all roasted the week they ship. Find your favorite, then subscribe to that one.

Makes a good gift for the coffee person in your life, too.



E2 · Line-up with captions

Image: One for every coffee person in your house

Headline: A roast for everyone at the table

Description: Medium, Dark and Decaf.

Someone wants it strong. Someone wants decaf after dinner. Someone just wants it smooth.

Kettlefern comes in Medium, Dark and Decaf, all low acid, all roasted the week they ship.

Start with the Tasting Set and let everyone pick.



E3 · Gift unboxing

Image: For the all-day coffee drinker.

Headline: The coffee gift they'll actually use

Description: Gift box with 3 bags.

Every coffee lover has a drawer of mugs. Give them coffee instead.

The Kettlefern Tasting Set: Medium, Dark and Decaf, all low acid, roasted the week they ship, in a gift box.

Order by the date on our site for delivery in time.



E4 · Pick-one quiz

Image: Which one are you?

Headline: Find your Kettlefern roast

Description: Free shipping on subscriptions.

Smooth and chocolatey? Medium.

Bold and roasty? Dark.

All the taste, none of the 9 p.m. buzz? Decaf.

All three are low acid and roasted the week they ship. Not sure? The Tasting Set has one of each.