

STARBUCKS

COFFEE CONNOISSEURS

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DUMB STARBUCKS

- February 10, 2014
- Created by Nathan Fielder
- Identical to a Starbucks store but the word Dumb is in front of everything
- People waited in line for hours to try it
- Created a lot of buzz on social media and in the news
- Legal issue



TWEETS

↳ Dumb Starbucks Retweeted



Greg Garbowsky @greggarbo · 8 Feb 2014

dumb starbucks! #lofeliz @ Dumb Starbucks [instagram.com/p/kJPWJcxwg3/](https://www.instagram.com/p/kJPWJcxwg3/)

8 52 96



steph @stephlovat_ · 10 Feb 2014

My mom and I are at the normal Starbucks and she asked for a dumb caramel frappuccino 😂 and they were like huh? Hahaha #DumbStarbucks

1 1 1



Alex Wills @GatorWills · 10 Feb 2014

Dumb Starbucks won the week in #viral stunts. Who's behind it? Why? When will it close? Clearly people loved the mystery. #DumbStarbucks

1 1 1



Dear Starbucks @twelveounces · 10 Feb 2014

Dear Starbucks, this "Dumb Starbucks" concept is amazing. Please keep it up. #DumbStarbucks #starbucks #coffee #starbuckscoffee

1 1 1



Michael Smith @Captnsmitty · 10 Feb 2014

I want to be a hipster and get some crappy coffee, but I can't decide between #DumbStarbucks and #Starbucks

1 1 1 1



Sara Schaefer @saraschaefer1 · 10 Feb 2014

I get it now. It was supposed to be a really terrible parody on purpose. This is the comedy of our age! #pranky #badonpurpose #DumbStarbucks

5 1 14 1



Chelsea Langenderfer @ChelseaDerfer · 10 Feb 2014

Operating a coffee shop with no health permit?! That IS dumb! Bye #dumbstarbucks fun while it lasted! #LAlivin

1 1 1 1

↳ Dumb Starbucks Retweeted



ABC7 Eyewitness News @ABC7 · 10 Feb 2014

Los Feliz's 'Dumb Starbucks' shut down for operating without valid public health permit, says County Health



ABC7 Los Angeles

The LA County Department of Public Health shut down the faux coffee shop calling itself Dumb Starbucks in Los Feliz Monday.

2.5/5.0 stars – 1,250 ratings

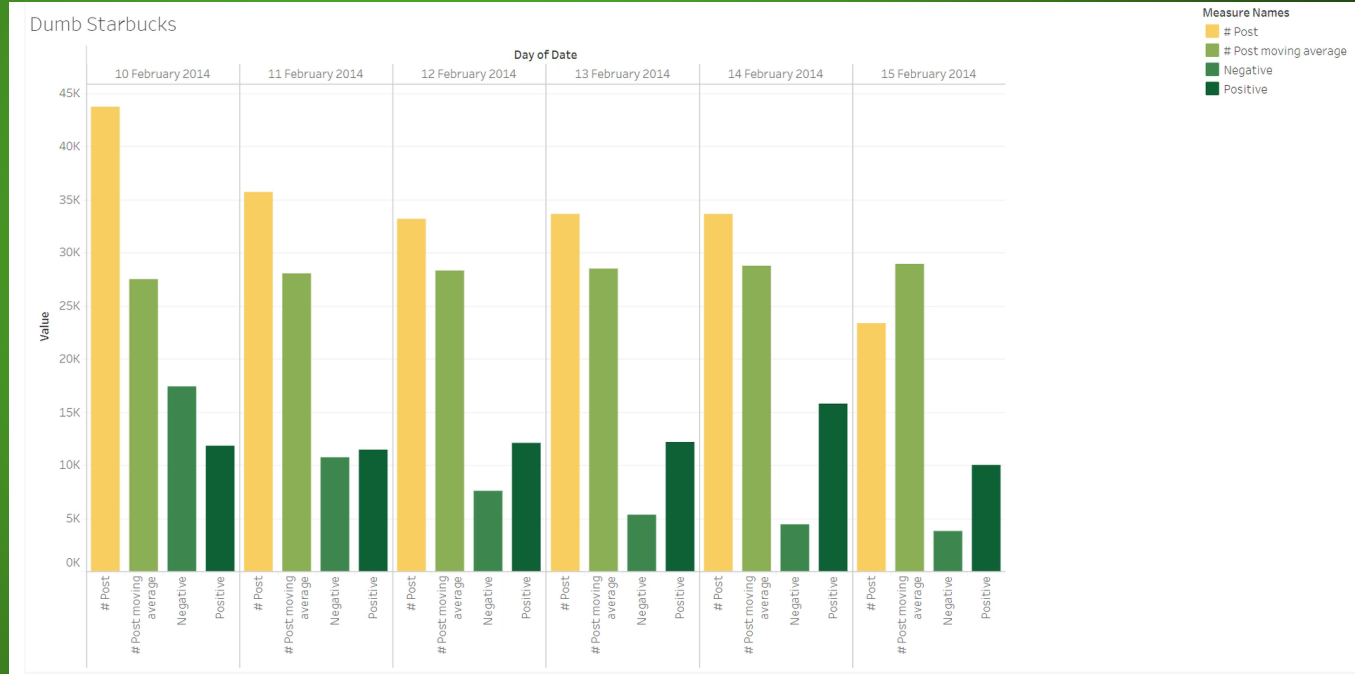
29 246 164

SUMMARY DATA

1	Date	Volume	Sentiment Ratio	Sentiment Composite	Number of Authors	Post per Author
41	2/9/2014	Normal	Low	Low	Low	Normal
42	2/10/2014	High	Low	Low	Normal	Normal
43	2/11/2014	Normal	Normal	Normal	Normal	Normal
44	2/12/2014	Normal	Normal	Normal	Normal	Normal
45	2/13/2014	Normal	Normal	Normal	Normal	Normal
46	2/14/2014	Normal	Normal	Normal	Normal	Normal
47	2/15/2014	Normal	Normal	Normal	Normal	Normal

DATA VISUALIZED

A peak in the number of posts on February 10th was caused by the news of Dumb Starbucks closing. It was shut down due to health code violations. Even though Dumb Starbucks was extremely popular, the number of negative tweets was higher than the number of positive tweets. We believe that this could be due to the word “Dumb” being used in the tweets, picking it up as a negative message.




HOLIDAY CUP LEAKED


- October 28, 2016 – November 2, 2016
- Red holiday cup leaked before November 10
- Previous year's cups sparked controversy
- Could have “leaked” the 2016 holiday cup on purpose to create buzz and assure customers of new design to get them excited
- Green cup design unveiled November 2, 2016
- Many people believed that it pushed politics instead of celebrating the Christmas season



TWEETS





 **Reddit Alert**
@reddit_alert Follow

Starbucks 2016 Holiday Cup Design Leaked on Reddit - The Daily Meal



Starbucks 2016 Holiday Cup Design Leaked on Reddit
There are few things in life quite as innocuous as Starbucks' annual red holiday cups, but last year's design sparked a bizarre fervor as certain patrons believed t...
thedailymeal.com

6:44 AM - 30 Oct 2016

 **AK @AndrewsterKlein** · 10 Nov 2016

so happy to finally get christmas back on the red cups; that war on christmas last year was rattling 😄 [#merrychristmasstarbucks](#) [#redcup](#)

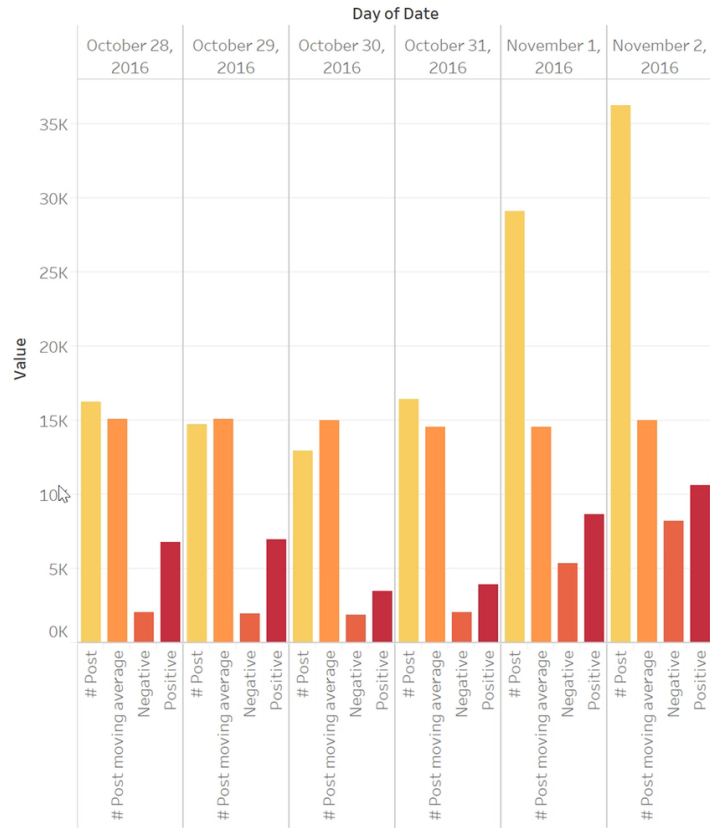


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SUMMARY DATA

1	Date	Volume	Sentiment Ratio	Sentiment Composite	Number of Authors	Post per Author
1033	10/28/2016	Normal	High	High	Normal	Normal
1034	10/29/2016	Normal	High	High	Normal	Normal
1035	10/30/2016	Normal	Normal	Normal	Normal	Normal
1036	10/31/2016	Normal	Normal	Normal	Normal	Normal
1037	11/1/2016	High	Normal	Normal	Normal	Normal
1038	11/2/2016	High	Normal	Normal	Normal	Normal
1039	11/3/2016	Normal	Normal	Normal	Normal	Normal
1040	11/4/2016	Normal	Normal	Normal	Normal	Normal
1041	11/5/2016	Normal	Normal	Normal	Normal	Normal

Starbucks Holiday Cups



Number of posts increased on November 2, 2016 due to the unveiling of the green “Unity cup”. Although controversy surrounded the cup, there were a higher number of positive tweets than negative tweets. The highest percentage of Twitter users is in the 25-34 age group, and millennials are seen to be more tolerant and accepting, appreciating efforts like this one from Starbucks to encourage unity.

SOURCES

- <http://fortune.com/2016/11/02/starbucks-cup-another-controversy/>
- <http://www.businessinsider.com/starbucks-hits-back-at-dumb-starbucks-2014-2>
- <http://www.businessinsider.com/starbucks-red-holiday-cup-leaks-2016-10>
- <https://www.cnbc.com/2016/10/28/starbucks-barista-reveals-new-holiday-cup.html>
- <https://www.statista.com/statistics/192703/age-distribution-of-users-on-twitter-in-the-united-states/>