

STARBUCKS®

ACTIVATION CAMPAIGN

STRATEGY

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RESEARCH

The company

- Founded in 1971 and now has over 24,000 retail stores in over 70 countries
- Named after the first mate in Herman Melville's «Moby Dick» and the logo is also inspired by the sea; featuring a twin-tailed siren from Greek Mythology
- Their mission is; «to inspire and nurture the human spirit - one person, one cup and one neighborhood at a time».
- One of their goals is for their coffee to be grown under the highest standard of quality, using ethical sourcing practices; coming from coffee farms in Latin America, Africa, and Asia to get the highest quality beans. The balanced and rich flavors of the beans are brought out through the signature Starbucks Roast.
- Their stores are a neighborhood gathering place for meeting friends and family and their customers enjoy quality service, an inviting atmosphere, and an exceptional beverage.
- Starbucks offers a range of exceptional products that customers enjoy in their stores, at home, and on the go;
 - Coffee: They have over 30 blends and single-origin premium coffees
 - Handcrafted beverages: Fresh brewed coffee, hot and iced espresso beverages, Frappuccino® coffee and non-coffee blended beverages, Starbucks Refreshers®, smoothies and tea.
 - Merchandise: Coffee- and tea- brewing equipment, Verismo® system by Starbucks, mugs and accessories, packaged goods and gifts.
 - Fresh food: Baked pastries, sandwiches, salads, salad and grain bowls, oatmeal, yogurt parfaits and fruit cups.
 - Consumer products: Coffee and tea; whole bean and ground coffee (Starbucks and Seattle's best coffee brands), Starbucks VIA® instant, Starbucks® Coffee K-cup® pods, Starbucks® and Teavana® Verismo® pods, Tazo® tea filterbags, and Tazo® tea latte concentrates. Ready to drink; Starbucks® bottled Frappuccino® coffee drinks, Starbucks Discoveries® chilled cup coffees, Starbucks Discoveries Iced Café Favorites®, Starbucks Iced Coffee, Starbucks Doubleshot® espresso drinks, Starbucks Doubleshot® Energy Coffee drinks; Starbucks Refreshers® beverages, Evolution Fresh™ bottled juices, Tazo® bottled iced and juiced teas.
- They believe in the importance of building a great, enduring company that strikes a balance between profitability and a social conscience; ethical sourcing, environmental stewardship and community involvement.

RESEARCH

Consumers/target groups

When researching the target audience for Starbucks, I wanted to focus on the main target audience. I found out that their primary consumer group is adults, men, and women aged 25 to 40, which account for almost half (49 percent) of its total business. They appeal to this consumer group through hip, contemporary design that is consistent in its advertising and decor, and working to keep its products current as status symbols. They also have a big consumer group between the ages of 18 to 24 (young adults, men and women), with a total 40 percent of Starbucks' sales. They appeal to these consumers directly through introducing technology as soon as it comes available, focusing on social networking and actively cultivating a «cool» image. For this part of the research I decided to ask a few people (within the young adult target group, women from 18 to 24) some questions about Starbucks to get some viewpoints of, and opinions about, the Starbucks brand.

PRIMARY TARGET GROUPS *for this campaign*

ADULTS
MEN AND WOMEN
25-40

YOUNG ADULTS
MEN AND WOMEN
18-24

Survey about Starbucks

YOUNG ADULTS
MEN AND WOMEN
18-24



WHAT DO YOU KNOW ABOUT STARBUCKS?

Coffee shop/coffee bar.
Popular among teenagers.
Iced coffee.

WHAT DO YOU ASSOCIATE WITH STARBUCKS?

Weird names.
Coffee, cream, cinnamon.
Green logo.

HAVE YOU EVER BEEN TO A STARBUCKS?

If yes, how was the experience? If no, would you ever visit one?

Yes, several times. Like their coffee. Good atmosphere.
Yes, once. Ordered the wrong drink and ended up with one that wasn't good. Cozy environment.
No, have never seen one, I would most likely go if I did.

HAVE YOU EVER SEEN ADVERTISEMENTS FOR STARBUCKS?

If yes, where?

Only when others have posted pictures of Starbucks cups/glasses/buildings.
I don't think so, only pictures of coffee and the logo on social media.
I am not sure, maybe but I can't remember a specific ad.

WHAT VISION DO YOU THINK STARBUCKS HAS?

Be dominant in the coffee/iced coffee market.
Reach out to teenagers, young adults, and adults.
Be the best-selling coffee shop chain.

RESEARCH

Brand identity

Starbucks® has strived to build its brand identity by offering customers a relaxing and enjoyable experience, and the experiential aspect of the brand has been consistently and effectively implemented in all its stores across the world. Starbucks® has built its brand on things that tend to be out of the box, by consistently defying conventional wisdom. When companies were aggressively advertising, Starbucks® decided not to advertise. When cost-cutting was the dominant paradigm of the industry, Starbucks® chose to emphasize non-routine procedures to create excitement among the baristas instead of streamlining procedures to minimize cost.

Unlike most other companies, Starbucks® has made its employees its partners, by doing this like offering them stock options and health insurance, and paying for its US employees to complete an online bachelor's degree at Arizona State University.

Starbucks®' approach towards gathering customer insight is unique and different compared to multi-million dollar marketing research budgets utilized by global organizations. Going against rigorous and complex customer surveys, Starbucks® has chosen casual and informal chats with customers to capture the overall mood, understand experience with the store and gather valuable feedback.

Starbucks® also conducts quantitative market research as well and has successfully used research findings to shape its market entry strategies in many countries. The fact that Starbucks® does not have a rigid, compartmentalized view of understanding customers, has allowed clever and innovative ways in the understanding of them.

By offering a pleasurable and relaxed customer service, Starbucks® has been successful in focusing the customers' attention on the quality of the experience, the enjoyable memories that can be woven together in the stores and not on the pricing of the products. The Starbucks® mission statement reads as «To inspire and nurture the human spirit - one person, one cup and one neighborhood at the time».

Starbucks® operates with a strong sense of attention towards details and replicating a consistent customer experience across all its stores and its products is a critical focus area. For instance, in 2008, Starbucks closed 7,000 stores across the U.S in an «Espresso Excellence Training», where around 135,000 baristas participated to learn how to pour a perfect espresso shot and steam milk properly.

Another pillar of Starbucks®' brand philosophy is to be a responsible and socially ethical company. This includes responsible purchasing practices, including supporting farmer loans and forest conservation programs; as well as creating opportunities through education, training, and employment. Starbucks® also initiates many programs to reduce its environmental footprint through energy and water conservation, recycling and green construction. These are examples of consistency, attention to detail and a strong customer orientation in practice.

WHAT DESCRIBES STARBUCKS®?



RESEARCH

Visual identity

When Starbucks® lastly developed a new visual language (2011), they had to evolve their three strongest assets: their celebrated product, their controlled environment and their ubiquity in the U.S. market. The evolution of Starbucks® has gone from cups to pints, coffee shops to supermarkets, and the U.S. to the world which required a proprietary visual language and toolkit to support it.

A remake of the logo ended up in a simplified form of it, where the «Starbucks® Coffee» banner that was encircling the siren was removed. The simplified logo opened up opportunities for the brand, as the removal of the banner singled their departure from coffee-centricity. The Starbucks® Siren has always been a figure of alluring familiarity, and she became a guide for the development of international design principles to help maintain Starbucks® distinctive presence across increasingly varied environments. The waves of her hair and the stripes in her tail has inspired the new visual language, and you can find traces of the Siren across the full, refreshed visual toolkit. Her wavy hair becomes a graphic pattern. The distinct green Starbucks® color is a «green thread» throughout the entire brand.

Starbucks® retail stores worldwide have been stripped of obvious branding for a clean, modernized interior and the distinct Starbucks feel is achieved through the consistent application of Siren patterns across both packaging and environmental design. The Siren-inspired visual elements help set the brand apart from its admirers and identity thieves, as coffee shops around the world were exploiting variations of the Starbucks name and logo. Venus-like figures emerging from black and green circles posed a challenge for the Starbucks® brand, but the new proprietary design language allowed Starbucks to remain simple, yet striking. The design ensures that the global brand can maintain its distinct identity across all their environments, including the digital space.

Since launching the new identity, Starbucks® has reported tremendous growth, with stock prices almost tripling. The brand continues to build relevance in key markets, including China and the Asia Pacific, and the expansion of the digital offering has ushered in a new era of convenience for the customer.



STRATEGY

Creative brief

This project is supposed to advertise Starbucks® through a small activation campaign by reaching out to travellers on airplanes. The main goal is to get them to visit one of the retail stores and buy products from Starbucks®. The campaign should engage the main target group of Starbucks® (adults and young adults) and represent the values, ethics and ideals of Starbucks®, and it is important that the brand identity is maintained and preserved throughout the entire project and campaign. Starbucks®' overall design style is a visualization of the Starbucks® brand and visual identity, it's a result of concern about the consumer group and informal, casual chats with customers. It's a combination of a relaxing, organic, modern, hip, contemporary, rough, casual, informal and formal elements all over, from the design in the stores to the advertisements, menus and other typographic and graphic elements within the brand, that all together form the design and brand style of Starbucks®. The campaign should encourage all this, and at the same time work as a mean that brings more people into the stores.



This is one of the most popular Starbucks® stores, located in the famous Rembrandt Square in Amsterdam. It is developed within a subterranean space, replacing a historic bank, and it is characterized by a highly original design. The concept store is designed as a theater, visitor watch from their table at various levels down to the 17-meter coffee shop, where everything happens. The design is a perfect example of the rough, contemporary, casual, relaxing, hip design and style Starbucks® stands for.

Say YES to hiring refugees!

Enjoy a **COMPLIMENTARY UPSIZE** for your handcrafted beverage when you provide the name 'Aloha Snackbar' to your barista.

#RefugeesWelcome

Promo period: February 1st to March 31st 2017 (Terms and conditions apply)

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VOTE AND THE COFFEE IS ON US.

What if we all cared enough to vote? Not just 54% of us, but 100% of us? What if we cared as much on Nov. 5th as we care on Nov. 4th? What if we cared all of the time the way we care some of the time?

Would our world be a better place?

We think so, too.

So come into Starbucks on Nov. 4th, tell us you voted and we'll proudly give you a tall cup of brewed coffee on us.

You and Starbucks. It's bigger than coffee.

For three notches on the sundial.

New VALENCIA ORANGE STARBUCKS REFRESHERS BEVERAGE

New ORANGE SPICE ICED COFFEE

New ICED PEACH GREEN TEA LEMONADE

Thirst-quenching new beverages to suit your mood, and the weather's.

[Store address goes here]
[Use second line if needed]

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GREEN TEA + CREAM

GREEN TEA + RED BEANS

Red Bean + Green Tea Frappuccino® blended beverage

Green Tea Cream Frappuccino® blended beverage

MY PERFECT SUMMER PARTNER

MY however-you-want-it Frappuccino® blended beverage

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The first collage shows some of the more organic and “handmade” looking advertisements Starbucks® have had since the launch of the new logo and design language. Some of the typefaces used throughout these ads (especially in some of the headings and key sentence/slogans) look very hand-written and random, and they have a very informal look to them. These typefaces are combined with contemporary sans-serif ones, and there is a tendency to use of uppercase in some of the headings and on important words. The backgrounds are light and have a very natural feel to them, both because of color, texture, and decor (like the paint strokes in ad 4). The green color is very current in all of the ads, both in the logo, in details like the straws and in typography.



The second collage has a more formal but rough, old-meets-new style, but it still has hints of the same hand-drawn randomness as in the ads in the first collage, like the hand-drawn ice cubes next to the glass in ad 6, or the circle around and the arrow/text to the member exclusive info in ad 5. The green color is still present, but not in such a big way as in the other ads. Here, the green color can only be seen on the straws and on the logo in each ad. There is, for the most part, used a sans-serif typeface on all of these ads, but in ad 6 there is a script typeface as well. The sans-serif typefaces has a hand-drawn texture to it in these ads. In these ads, there is also use of uppercase lettering on headings and important words, but these ads have more occurrence of uppercase lettering overall as well - as the typographic elements are shorter and fewer compared to the ads in the first collage.

DESIGN

Identity of the design



Boarding pass campaign design. Casual, friendly, organic, contemporary design. Sans-serif typefaces, use of uppercase, hand-written style fonts/graphics.



Boarding pass campaign design mockup. This shows how the design will look like on the back of the boarding pass.

<https://free-psd-templates.com/free-ticket-mock-up-in-psd/>
<http://www.photos-public-domain.com/wp-content/uploads/2012/05/ivory-off-white-paper-texture.jpg>
<https://s-media-cache-ak0.pinimg.com/originals/34/9b/9e/349b9ef1f1ef2ff47fdcc464aa7d5dbb.png>
<http://del.h-cdn.co/assets/17/15/1436209506-delish-triple-coffee-frappuccino.png>
<http://nihalandben.com/wp-content/uploads/2016/07/Starbucks-cup.png>
<http://boulevardssaintlaurent.com/custom-content/uploads/2016/06/Starbucks-Logo.png>

TOUCHPOINTS

Clarification of strategy

The touchpoint of this campaign is an advertisement for Starbucks®, a coupon for a free coffee, united with the boarding passes travelers use to get on planes. When you give your boarding pass to the attendants right before entering a plane, you get a small piece back that still have some information on it. For this campaign, this small piece of paper is utilized a bit further than it just being a part of an ad printed on the entire back. I therefore thought about incorporating a coupon/voucher feature for those smaller pieces, so that people could bring it to one of the retail stores and exchange it for a free coffee.

I wanted a bit more «pull» in the coupon to really draw people in to the retail stores, so I decided to incorporate a lottery where all the boarding passes that come in within the campaign end (15.06.18) and has full name and phone number on it, has the chance to win free Starbucks for the rest of their life (beverages only). There are 5 winners. Many airports have Starbucks® retail stores or selling points, so the hope is that more people actually turn that boarding pass into a coffee when the store/sell point is so close up to the situation where you were handed this coupon. If the receiver (of the coupon) doesn't already go to Starbucks® or have the intention of going there already (and this was, in that case, another driver that could make that happen faster or make that experience more positive because of free coffee), chances are that many of the recipients will most likely throw this small piece of paper away in a relatively short amount of time. I think that by not only offering a nice gesture (free coffee) but also the chances to win a great prize (life supply of Starbucks® beverages) with the boarding passes really "amps" up the value of the coupon, and it may not be so easy to throw away all of a sudden and if you keep it in your wallet for a little while. This way, the reciever will have a small "reminder" every time they look in their wallet, of a free product and a chance to win even more, just sitting there and waiting for them to go get it. Hopes are that people are more open and willing to visiting a Starbucks® store if the "reward" for going there (for the first time) seems valuable.

MANAGING ASSETS

How to manage the assets

While the campaign is going, I would want to collect feedback from the people in a true Starbucks® fashion, and simply have the employees have nice talks with the people exchanging the boarding passes, asking them what they think of this campaign, if they would like to see more of campaigns that offers free beverage or other merchandise, ask in discreet ways if this is their first time at a Starbucks® (to figure out if there are many new customers that are coming in to the stores because of this campaign) and so on.

The campaign will be supported by posters inside and outside of the airports targeted for this campaign, and on posters on the overhead luggage bins inside the planes. These posters are advertisement for the boarding pass campaign, and are informational posters that tells people to check their boarding passes for a nice surprise (or something along those lines), that refers to the free coffee and the chance of winning a life-supply of Starbucks® beverages.

When the campaign is over, I would really like to see how many boarding passes that came in over all over - and then compare it to the numbers of people on the flights (that had the campaign boarding passes), within the same time frame that the campaign lasted. Since it is a time limited campaign, most people would probably use the coupons as fast as they can, and it will therefore show a good picture of the difference/variation between how many travellers exposed to the campaign, versus how many that decided to go into a Starbucks® retail store and use their coupons. It is interesting to know if this type of advertising combined with a free product from the store really had an impact on the visitor numbers.

