

Starbucks - Brand Key

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The brand that I have chosen to analyze under the Brand Key criteria is Starbucks.

Brand Key Criteria

1. Root strengths

The foundation of Starbucks is a coffee establishment primarily focusing on drinks. Initially, the brand was established on quality, fresh-roasted coffee, but it has since grown to include teas and speciality drinks. Currently, Starbucks' success is built upon its seasonal, colourful, and modern branding and its marketing towards social inclusiveness towards all age groups. Starbucks builds upon the homely and neighbourly atmosphere through their presentation and customer service, from the classic coffee-house aesthetic to the personable staff standards. Starbucks also utilizes a bartending format of service to interact with their patrons more intimately.

2. Competitive environment

Starbucks competes in the industry of food and drink - specifically, coffees and teas. Their competitors include small and local coffee and tea businesses in addition to their larger competitors, such as Tim Hortons and Aroma Espresso Bar. Starbucks compares to small and local businesses in their marketing strategy: to create a social and homely environment for patrons to return to. Starbucks adapts the classic, rustic aesthetic into their stores, accompanied by comfortable furniture and free Wi-fi. Where Starbucks may be weaker in comparison is that the population of customers and large brand presence creates an innately manufactured routine of service, where every customer experience may not feel as unique or personable. The taste of Starbucks' classic roasted coffee is a matter of preference to each customer, whether one would prefer it over other known coffee brands. Where Starbucks excels, undisputed, is in speciality drinks and teas. They are known for their visual presentation and bartending to create exciting and new drinks regularly. Their affiliation with Teavana also connects them with a larger audience of tea-lovers.

3. Target

Starbucks caters to many demographics in terms of age and to the general public due to their strategic branding. As a veteran label, Starbucks retains a retrospective demeanour that welcomes the demographic of consumers that enjoy reading, studying, working, or resting at a coffee shop. They embrace the routine of morning coffee and provide cushioned seats and Wi-fi for patrons. They currently retain this atmosphere in their interior design and their social style of customer service. Starbucks' menu and marketing are constantly changing to celebrate seasonal occasions. It is evident that they appeal to a modern and young audience through their fresh campaigns and colourful presentations, including the visual design and taste of speciality drinks.

The evolution of Starbucks as a modern brand with a largely young adult audience affects the elderly demographic due to the frequent change of the brand and its appearance.

4. Insight

Starbucks is successful towards the adult and young adult audiences because the marketing is unique, fresh, and ever-changing. The speciality drinks at Starbucks offer new and diverse flavours that keep their taste buds active and flavourful. The comfortable and social atmosphere, attributed to the employees and the design of Starbucks presented in the store, is humble and socially active.

5. Benefits

Starbucks's brand is presented by an intimate staff and environment. In addition to the product, the stores provide functional and sensory value to the customer as a place of comfort. The acceptance of youth at a coffee shop, unlike the stereotype affiliating coffee with older demographics, allows a younger demographic to be introduced to Starbucks and become familiar and comfortable with the brand early on. Another sensory benefit is the palette of flavours available to the customer, including fruity and bitter teas, hot drinks, cold drinks, and a seemingly limitless potential for flavours. Starbucks' ability to make changes to their menu and presentations show that they are a creative and innovative brand.

6. Values, beliefs, & personality

Starbucks' mission statement is: "to inspire and nurture the human spirit – one person, one cup and one neighbourhood at a time." Their beliefs are in the quality of their products and their persistence to innovate further and improve, limitlessly. They value their interactions and experience with their customers - they strive to maintain a place of relief and harbour a community. They are passionate about succeeding with others, including their partners and shareholders. Starbucks is a fervent leader in innovation, where old and new values of the coffee and drinks industry can coexist.

7. Reasons to believe

Starbucks is a veteran that consistently generates new and enticing ideas for consumers. They are not a stagnant developer - they see no finite value of success. The coffee and drinks industry has established the value of a business that values the customer experience. Starbucks follows the definition of the ideal social setting, where comfort can be associated with the brand. They persist that the intimacy that the brand provides is a priority, which prioritizes consumers throughout their innovative processes.

8. Discriminator

Starbucks instigates the acceptance of modern aesthetics into the past perceptions of coffee brands. They provides all audiences with an outlet to be social and feel included with neighbourly hospitality. They are an innovator in the industry of coffee and drinks, while still maintaining the established values that veteran consumers of the industry value to this day.

9. Essence

Starbucks promises to be a leader that values their partnerships, including their consumers. They do not intend to stagnate their progression in the food and drink industry. While they innovate, they will always consider the values of their partnerships and the quality of their products, to ensure that their community is happy. They hope that their brand continues to be an inspiration and a place of nurture.