



Starbucks Campaign Brief

History/Background

Starbucks

When former employee Howard Schultz bought Starbucks in 1987, he envisioned a chain of Italian-style coffee houses serving premium coffee where the baristas had a personal relationship with the customers and were empowered to create a sense of a community gathering space. In the years since Schultz stepped down as CEO, and the pandemic, the company has strayed away from its original philosophy. This campaign is a return to Starbucks' core values of "coffee, people, and humanity."

The Challenge

1. **The problem to resolve:** How to position Starbucks once again as the go to space for the best coffee, personal service, and community.
2. **Why this problem:** To retain market dominance over its competitors McDonald's and Dunkin', and regional chains like Peet's, Starbucks needs to present their cafes as warm and cozy havens that serve as a welcoming space away from home where they can get the finest cup of coffee in the world.
3. **The creative objectives:** Creatively the campaign must align with Starbucks' history of putting people and community first and support the brand image as the world's largest premium coffee chain.

Brand Character & Concept

Brand Character

Warm and Inviting

Brand Concept

Welcoming Haven

My Consumer

Who am I talking to?

Personality: Busy, plugged-in, on the move, and diverse coffee drinkers who value great coffee, warmth, and community.

Sensitivities: Sensitive to the lack of real connection in the digital age. Want convenience and quality in a human setting.

Media: Mix of traditional and digital media. Experiential local store events like game nights and samplings. OOH print and digital ads. Social/digital media featuring UGC real stories, behind the scenes with baristas, sourcing and the art of coffee making. In-App and mobile banners.

Why They Will Love Us

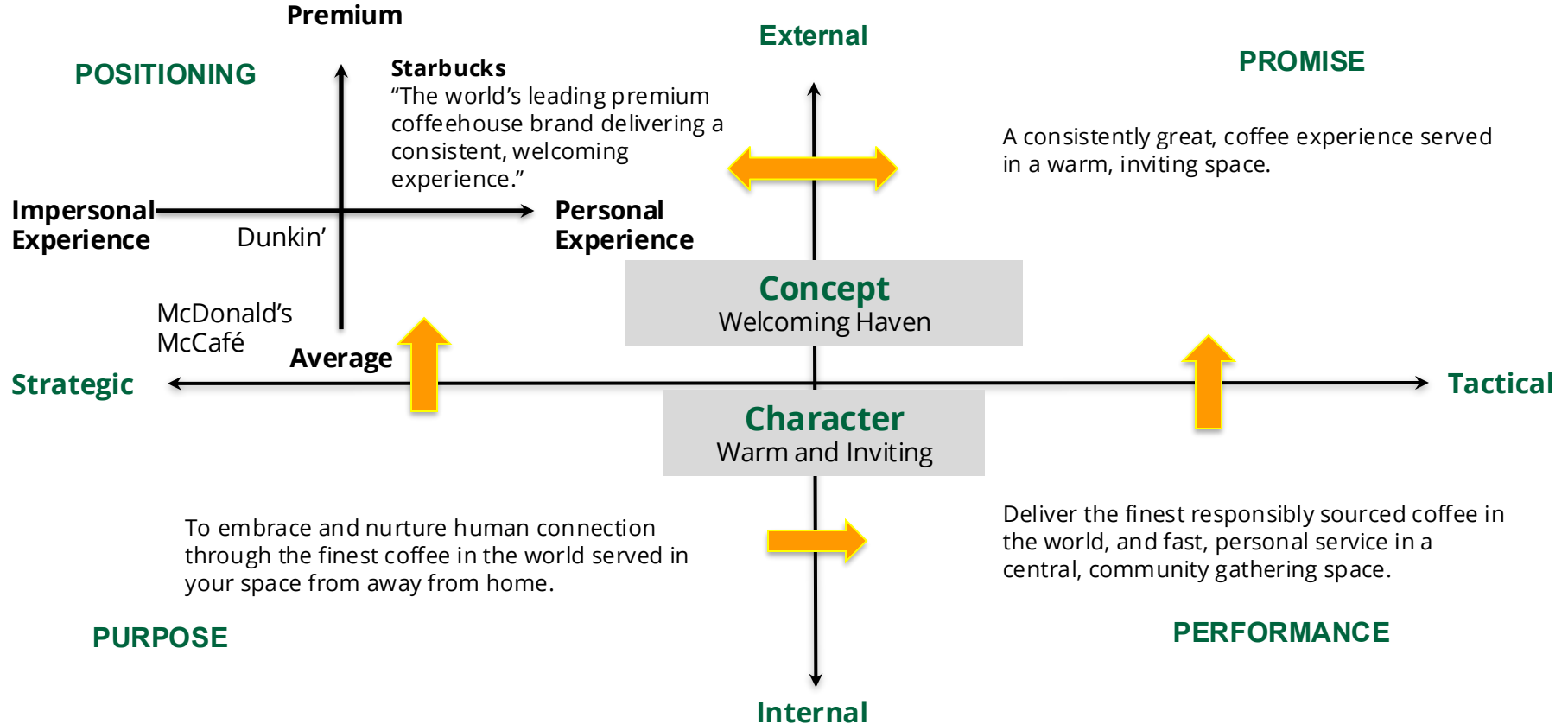
How the brand satisfies their desires and needs?

Starbucks puts their customers and people first. They know you want the best coffee served by trusted baristas in a warm, inviting environment. Starbucks cafes offer a haven to busy, on the go customers in today's often disconnected digital world.

What is the desired modification of consumer behavior and perception?

This campaign is an updated version of the core Starbucks story "people, coffee, humanity" that addresses the brand's more recent takeaway culture and menu expansion away from coffee. The theme of "*Your Space Away From Home*," invites customers and employees to form a human connection in their home away from home over the finest coffee in the world.

Starbucks Brand Planning Matrix





Campaign Snapshot



Starbucks Is Your Space Away From Home