



Starbucks – IMC Plan

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Background Information

- Grounded Inc.
- Coffee industry specialist
- Successfully created integrated marketing communication plans for numerous large enterprises



Agenda

- Target Markets & Positioning
- Proposed Communication Objectives and Strategies
- Proposed Creative Objectives and Strategies
- Creative Execution
- Media Execution
 - When & Where
 - Media's not used, and why
- Promotion & Social Media Objectives and Strategies
- Public Relation Objectives and Strategies
- Evaluation Methods
- Media Schedule
- Media Budget
- Summary



Target Market & Positioning

- Primary
 - Jen: dedicated, overwhelmed, post-secondary student
 - Secondary
 - Matt: sophisticated, ambitious, professional
- Starbucks is positioned in the hot drinks café industry, offering refreshing, customized drinks that meet the various needs of sophisticated, professional businessmen and dedicated post-secondary students, who enjoy a mature, comfortable café atmosphere.



Proposed Communication Objectives

1. To continue brand exposure through extensive use of logo; increase usage by 10%.
2. Move customers from preference/trial to regular use through loyalty programs.
3. Increase purchases per transaction for each customer by 1 additional product.
4. Intensify mobile experience by reaching \$1 billion in mobile transactions by 2016 in Canada.
5. To remain consistent across all promotional channels (social media, website, etc.).



Proposed Communication Strategies

- Emphasis on sharing content through social media and mobile devices.
- Emphasis on dialogue with customers by promoting conversation through social media.
- Starbucks company website is customer friendly and improves customer knowledge.



Proposed Creative Objectives and Strategies

- The main message for our campaign is “customize, comfort, coffee”
- Variety of coffee/decaffeinated beverages are available
- Relaxing and comfortable atmosphere
- Welcoming environment
- Convenient on-the-go options
- Premium customer service making the experience more convenient

A close-up photograph of several dark brown, roasted coffee beans scattered across a dark, reflective surface. The beans are in sharp focus in the upper half of the image, with their reflections visible below them. The background is dark and out of focus.

Personality

- Creative
- Innovative
- Trendy
- Warm and Friendly
- Outgoing



Creative Execution

Television

- 15 second commercials
- 3 different ones focusing on customize, comfort, coffee.

Radio

- Media transfer - each television ad will be transferred to radio and will use a similar format except with audio



A student will be sitting down in the library, studying for an exam, extremely stressed and tired.



The student is so tired to the point that they have no energy and need a Starbucks coffee to get them through the night.



They go to the Starbucks, because they know that they can customize their drink to make it unique to their situation. Since they will be up all night studying, they need a latte with a double espresso shot. The customization option will allow this specific need to be met.



That customized Starbucks coffee gave them the boost they need to continue studying and do well on their exam.

Pictures cited from top left to bottom right:



A group of friends are walking down the street deciding what they want to do.



They notice a Starbucks store so they decided to go in to grab some coffee.



The commercial will show Starbucks' supreme coffee and roast beans quality. The main focus of this segment will be how Starbucks' coffee is richly brewed, fresh, and bold.



One of the friends will take a sip of the coffee and her face will say it all. She is extremely satisfied.

Pictures cited from top left to bottom right:



Creative Execution

Magazine

- Gatefold
- 3 page advertisement
- 1 page per section (customize, comfort, coffee), with a small portion for the Starbucks logo



COMFORT

COFFEE

Pictures cited from top left to bottom right:



Creative Execution

Transit Media

- Subway terminal ads
- Subway interior displays
- Transit shelters
 - Focus on customize, comfort, coffee

Place-based Media

- Colleges and universities
 - Inform students about current promotions
- Shopping malls
 - Directing customers to the Starbucks location
- Airports



COMFORT CUSTOMIZE COFFEE

LOCATED IN THE LOWER LEVEL
BY THE FOOD COURT



Media Execution

Television

- A combination of networks to maximize reach includes:
 - CTV (Alberta, Ontario, Saskatchewan, Nova Scotia)
 - CBC (BC, PEI, New Brunswick)
 - TVA (Quebec)

Radio

- A combination of networks to maximize reach includes:
 - 98.5 CIBK FM – Calgary
 - 94.5 CFBT FM – Vancouver
 - 99.9 CKFM FM – Toronto
 - 95.9 CJFM FM – Montreal
 - 94.1 CBC Radio 2, 3 – Eastern Canadian Region



Media Execution

Magazine

- A combination of magazines to maximize reach includes:
 - Chatelaine
 - What's Cooking
 - Maclean's
 - Fashion
 - Belle
 - Financial Post Magazine
- Online Advertisements
 - Online still ads will be displayed using Google AdWords
 - Online video ads will be displayed as a paid YouTube ad



Media Execution

- Transit Media Ads
 - Subway terminal and interior displays: Toronto, Montreal, Vancouver
 - Transit shelters: 125 in GTA, 175 across Vancouver, Calgary, Montreal, Halifax
- Place-based Media Ads
 - Airports: 50 display boards across 5 different airports:
 - Toronto Pearson International
 - Vancouver International
 - Calgary International
 - Montreal-Pierre Elliott Trudeau International
 - Edmonton International



Media Execution

- Place-based Media Ads
 - Malls: 50 display boards in 10 different shopping malls, including:
 - Pacific Centre, Vancouver
 - Eaton Centre, Toronto
 - Oakridge Shopping Centre, Vancouver
 - Yorkdale Shopping Centre, Toronto
 - Southgate Shopping Centre, Edmonton
 - Colleges/Unis: 2,000 posters across all major campuses, including:
 - University of Toronto
 - York University
 - University of Montreal
 - University of British Columbia
 - University of Alberta
 - University of Ottawa



Media Execution

Media Used:

- Television: emotional response, coverage, reach, frequency
- Radio: audience selectivity, reach, frequency, cost efficient
- Magazines: audience selectivity, high involvement
- Transit Media: absolute cost, coverage, reach, frequency
- Place-based Media: audience selectivity, emotional response



Media Execution

Media Not Used:

- Newspaper:
 - Lack of emotional response
 - Non-selective audience and exposure
- Billboards:
 - Waste coverage
 - Lack of target audience coverage
 - Small amount of processing time
 - Higher absolute cost



Promotion & Social Media

Objectives

- To increase the number of social media followers (across all networks) by 5% over the 2016 year.
- To increase the number of touch points each customer has with the brand by 2 types over the next year.
- To increase the amount of comments and feedback through social media by 5% over the following year.



Promotion & Social Media

Strategies

- Promotional contest: increases customer involvement due to prize incentives.
- Online game: provides an additional touch point, more positive experiences with the brand.
- Strategic partnerships/coupons: alternative avenues to reach substantial segments.
- Event marketing promotion: generate positive word of mouth.



Promotion & Social Media

- #C You at Starbucks
 - Social media program, post pictures of one of the “C’s”
 - 10 winners each week, gift cards, free snacks
- Managing a Starbucks location
 - Facebook interactive online game
 - Manage a location, earn actual rewards points based on profit in game



Post a picture on social media of what the 3 C's mean to you,
for a chance to win one of many prizes!

"C You At Starbucks"

Comfort.
Customize.
Coffee.





Promotion & Social Media

- #StarbucksForLife - 2 month sweepstakes
 - Grand prize: pack of coffee beans/loose tea bags once a week for the next 50 years
 - Every purchase of a Grande or larger size = one ballot
- Voucher through Porter Airlines
 - Coupon promotion; strategic partnership
 - Each passenger on a Porter flight will receive a 25% coupon on any item at a location in the destination city

JOIN US FOR OUR CONTEST

#STARBUCKSFORLIFE



FOR EVERY PURCHASE OF A GRANDE OR HIGHER
HOT/COLD DRINK SIZE, YOU CAN FILL A CODE INTO YOUR
STARBUCKS ACCOUNT TO ENTER ONE BALLOT AND YOUR
CHANCE TO WIN

[WWW .STARBUCKS.COM](http://WWW.STARBUCKS.COM)

Fly With Porter Airlines



Your next trip could lead you to...



*A 25% off voucher for your
next purchase at Starbucks!*

Pictures cited from
top to bottom: xix,



Promotion & Social Media

- Customize Your Own Latte – contest promotion
 - Contestants will create their own, original latte
- Submit their ideas on Facebook, Twitter or YouTube along with a 30 second video explaining their flavour
- Grand prize is \$100,000, while second place receives one year of a daily free Starbucks' drink of their choice

Feeling
creative?

Come to
Starbucks and
customize your
own latte



"A double grande nonfat
pumpkin spice latte with
2 pumps of white mocha,
light whip and no
nutmeg."



Promotion & Social Media

- Earth Hour Event
 - Event marketing promotion
 - Held in 10 major cities in Canada, March 19, 2016
 - Electric Starbucks' cars will transport brewed coffee from nearby locations to the park where the event is held
 - Games throughout the day to receive a ballot to win one of the Starbucks electric cars
 - Acoustic evening entertainment
 - Candles set up around the park area





Public Relation

Objectives & Strategies

- Generate a positive brand image
- 10% reduction in negativity on social media
- 10% increase in positive social media comments
- Improve company's brand image
- Promote goodwill and support unrecognized causes

A close-up photograph of several Starbucks coffee beans, showing their characteristic shape and texture, arranged in a row at the top of the slide.

Public Relation

- Crohn's and Colitis Awareness Month (March)
 - Purple Starbucks cups
 - Donation to the Chron's and Colitis Foundation will be accepted at all Starbucks locations
 - Sponsor the Gutsy walk
 - Free coffee at the event for all participants



IT TAKES GUTS TO FIND A CURE

RUN FOR THE
CURE AND
HELP RAISE
AWARENESS &
RESEARCH
FOR CROHN'S
AND COLITIS





Public Relation

- Blood Cancer Awareness Month (September)
 - Lime Starbucks cups
 - Donation to Canadian Blood Services will be accepted at all Starbucks locations
 - Sponsor blood stations in schools, malls & hospitals
 - Free tall Starbucks coffee after their donation



Canadian Blood Services



Blood Cancer Awareness

Month of September



Proud sponsor of blood donating service stations at your nearest school, mall, or hospital. Participants receive a free tall Starbucks Coffee after donating.



Public Relation

- World Wildlife Fund Donation initiative (June)
 - 100% profits from Tumbler & Travel mugs/cups, cold drink purchases go to WWF
 - Free pastry with purchase of a Tumbler/Travel mug



Public Relation

- Gabriel Macht Celebrity Endorsement
 - Growing popularity
 - Significant presence on social media
 - Recognized among post-secondary students and business professionals target groups

*Comfort
Customize
Coffee*

WITH GABRIEL MACHT





Evaluation Methods

- Pre-test and post-test methods for broadcast media
- Readability and dummy advertising tests for magazine ad
- Social Media: tracking likes, shares, and comments
- Promotions: sales, social media feedback
- Public Relations: donated funds, participants, social media

Media Schedule

Media	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
TV												
Radio												
Magazines												
Online Ads												
Subway Terminal												
Subway Interior												
Transit Shelters												
Malls												
Airports												
Colleges/Unis												

IMC Categories	Costs	% of Total Budget
Media Type	Creative Media Costs	--
Television	\$2,700,000	33.8%
Radio	\$795,000	9.8%
Magazines	\$750,000	9.4%
Online Advertisements	\$101,500	1.3%
Transit Media	Backlit Dioramas: \$200,000 Interior Displays: \$51,000 Transit Shelters: \$181,250	2.5% 0.6% 2.3%
Place Media (Ads in shopping malls, colleges/universities, airports)	Backlit Dioramas (Malls): \$100,000 Backlit Dioramas (Airports): \$100,000 Posters (Colleges):	1.3% 1.3% 4.4%
Promotional Item	Cost	--
Total Costs	\$498,600	6.2%
PR Initiative	Cost	--
Total Cost	\$2,155,000	26.9%
Market Evaluation Methods	\$17,650	0.2%
Overall Cost	\$8,000,000	100%



Why us?

- Specialize in the industry
- Long-term Partnership
- Take care of our clients
- Excellent ROI



Thank You
Starbucks



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