

## Starbucks's Frappuccino

### Problem

How can Starbucks keep its leadership position in an increasingly competitive coffee beverage market?

### Solution

By utilizing a variety of OOH formats during warm months, Starbucks's was able to reach their target audience and maintain their recognition as an industry leader with their ice-blended beverages.

### Background

With an influx of competing, Frappuccino-like ice-blended beverages being introduced across the country, Starbucks needed to emphasize their leadership position during the high-consumption summer months.

### Objective

Starbucks's objective was to retain its leadership position in the ice-blended beverage category by touting new products (Vanilla, Strawberries and Cream Frappuccino and Frappuccino Light) and to show how Summer and Frappuccino go hand-in-hand. Potential Starbucks drinkers are on-the-go, entertainment-focused consumers. They are athletic, enjoy the outdoors, and are hip and trendy. They are fast-paced, but slow down to enjoy their Starbucks drinks. Their agency, Starcom, had a challenge ahead of them.



### Strategy

In several warm weather markets a three-dimensional thermometer featured a moving straw that gauged the current temperature, reminding commuters that relief is only a Frappuccino away. Also, four new flavors were unveiled to the public via bold, colorful OOH creative that varied throughout each market. Each of these creative messages featured rich colors that would evoke cool feelings of Starbucks' Frappuccinos.

From May until August, the colorful creative was featured in 17 cities. Consumers were targeted in high-temperature, long-wait locations, including traffic-jammed highways in San Diego and Atlanta with three-dimensional thermometer billboards, outside Wrigley Field (after a Chicago Cubs baseball game,) outside of sweltering subways, on taxi tops in New York City, and on the Venice Beach wall in California.



### Plan Details

Flight Dates: May- August

Key Markets: New York, Los Angeles, Chicago, Portland, Seattle, San Diego, San Francisco, Dallas, Fort Worth, Sacramento, Washington DC

OOH Formats and Budget Considerations:

3D Moving Bulletins, Bulletins, 30-Sheets, Street Furniture, Transit, Aerial Banner

Overall Budget: \$6MM inclusive of key markets and locally funded secondary markets of: Atlanta, Cleveland, Denver, Detroit, Houston, Milwaukee, and Pittsburgh

## Results

- 44% increase in Q3 net earnings
- 11% increase in competitive sales