

STARBUCKS

Problem

The holidays meant additional products to sell and a charity drive for Starbucks. Starbucks needed to get consumers into their stores during the busy holiday season, when most people were already short on time.

Solution

Use the outdoor medium to communicate to customers that Starbucks has holiday gifts, and provides relaxation from holiday anxiety. Also, remind consumers that the holiday season is a time for giving.

Background

Starbucks has always had holiday gifts available, but wanted to boost their same store holiday sales. They also wanted to remind consumers of their annual Holiday Angels Toy Drive.

Objective

Starbucks and Starcom decided to use outdoor advertising to boost their same store holiday gift sales and increase the awareness of the Holiday Angels Toy Drive, and remind consumers that the holidays are about giving.

Strategy

Starbucks wanted to turn holiday anxiety into holiday tranquility. Starbucks reminded customers that they could find the right gift without fighting the store crowds, and could relax in a comfy environment to read the paper or talk to friends. The plan included shelters, bulletins, wall displays, bus wraps, bus kings, phone kiosks, mall kiosks, and Times Square displays. The creative consisted of teasers, gift ideas, charity promotions, and relaxation reminders.

Plan Details

For the holiday gifts campaign, shelters, buses, phone kiosks, and wall displays were used with clean simple reminder messages. Some designs only had the Starbucks logo, and some designs included a picture of the product displayed as a holiday symbol. The Holiday Angels Toy Drive promoted donations using a gift-wrapped bulletin teaser campaign. The bulletin was wrapped with holiday paper and a bow. The paper was torn off the bulletin revealing the inside of a box with the tagline "What if your holiday gift was no gift at all?" It reminded customers about the toy drive.

Results

Starbucks shattered the same store sales goal by 29%, and will run the same successful program next year.

