



Starbucks Brand Analysis

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Origin Story

- Founded in 1971 by Jerry Baldwin, Gordon Bowker, and Zev Siegel, opening their first store in Seattle
- Mentored by Alfred Peet of Peet's Coffee
- "Starbucks" after the first mate in Herman Melville classic novel Moby Dick
- Focused on high quality beans and the machines they use



Howard Schultz

- Hired by Starbucks in 1982 as Head of Marketing
- Had a vision for the company that the others did not have so he started his own coffee shop
- Bought the company in 1987 and became CEO
- He stepped down as CEO in 2000
- Came back after the 2008 crisis to help get the stores back on track



History & Legacy

- Serving 80 million customers a week
- Created a 'third-space' and an industry that wasn't there before
- High quality beans - bringing European influences to American coffee



What market is Starbucks in and what is their unique selling offer/ proposition?

- Retail coffee and snack store
- Servicing through personalization



Tone/Feel of Starbucks Brand

- Welcoming
- Authentic
- Friendly
- Informal





Starbucks Mission Statement:

"To inspire and nurture the human spirit—one person, one cup and one neighborhood at a time."

- Creating a culture of **warmth** and **belonging**, where everyone is welcome.
- Acting with courage, challenging the status quo and finding new ways to grow our company and each other.
- Being present, connecting with **transparency**, **dignity** and **respect**.
- Delivering our very best in all we do, holding ourselves accountable for results.



Brand Values

- Starbucks is embedded in our culture.
 - a. part of our daily routine
 - i. You go to Starbucks to buy a drink in the morning before school or work
 - ii. You go there to study/hang out with friends and family
 - iii. You stop there for a pick-me up when your shopping or running errands
- Because Starbucks is an integral part in our society, it can greatly influence and impact our culture.

Cultural Currency



The Good



If a basic white girl gets a pumpkin spice latte at Starbucks but forgets to take a selfie...
DID IT REALLY HAPPEN???

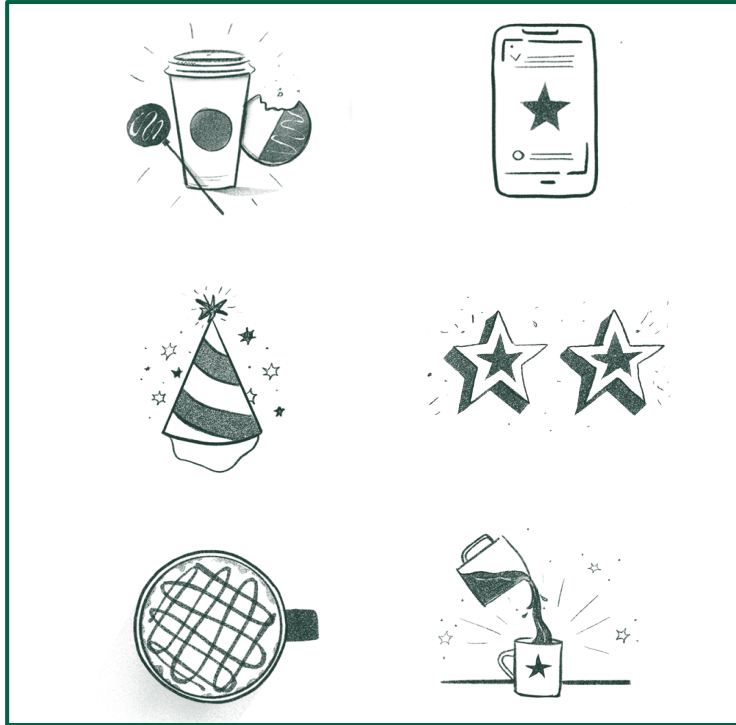


& the Bad



Call to Action

Starbucks Rewards Program



My Starbucks Idea



**SHARE.
VOTE.
DISCUSS.
SEE.**

Starbucks

Starbucks Rewards

⋮

WE'LL REMEMBER
YOUR BIRTHDAY



Install Now

AND, WE'LL GIVE YOU

Ad



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ORDERS
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Learn More

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1. DOWNLOAD THE APP

2. EARN FREE DRINKS WITH
STARBUCKS® REWARDS



SWIPE UP

⌵

In participating stores. Restrictions apply.
Visit [Starbucks.com/terms](https://www.starbucks.com/terms) for details.

Install Now

⌵

⌵

⋮



Touchpoints



How does Starbucks differentiate themselves?

- Leader in product innovation
- Flexible
- Social consciousness
- No franchising



Our Competitors



Pricing: you are paying for two things...



1

Their Premium Coffee



2

Their 'Third Space'
Environment

In comparison...

	Cappuccino	Tea	Specialty
Starbucks	\$3.65	\$4.25	\$4.45
Costa (Euro)	2.55	1.75-1.95	3.15
Dunkin'	\$2.09	\$1.99	\$3.99



SWOT Analysis

Strengths:

- Largest coffee chain in the world
- Strong brand image
- Starbucks experience
- Starbucks rewards program
- Strong customer loyalty
- Global supply chain

Opportunities

- Partnerships with other companies/brands
- Expansion into new markets
- Increase social and environmental awareness
- Improve brand perception and customer experience

Weaknesses:

- High priced coffee & food items
- High priced products (mugs, cups, store items)
- Negative publicity
- Lack of a variety of food options

Threats:

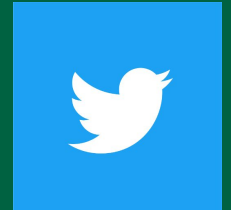
- Direct & Indirect Competition
- local coffee shops & cafes
- Rising costs of coffee beans
- Saturated coffee market

Brand Communication with Target Audience

1. Starbucks App
2. Instagram
3. Twitter
4. Facebook
5. Youtube

All serve a different purpose, deliver a different message & use a different tone.

Recommendations and critiques on our part



Starbucks Ads

Another personal point of communication with their audience



“Hero Product” and Evolution

The easy answer is simply “coffee” but throughout the years, this has evolved. Through personal research here is what we found:

The Cup of Coffee



Frappuccino



Pumpkin Spiced Latte



Nitro Cold Brew



Works Cited



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Thank You

