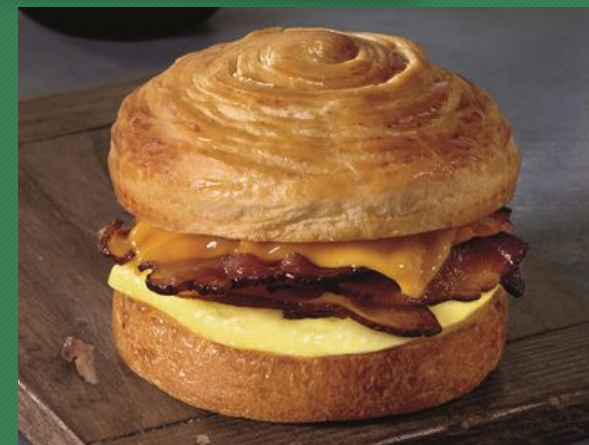


Brand Audit: Starbucks

Presentation by: Katie Helgeson

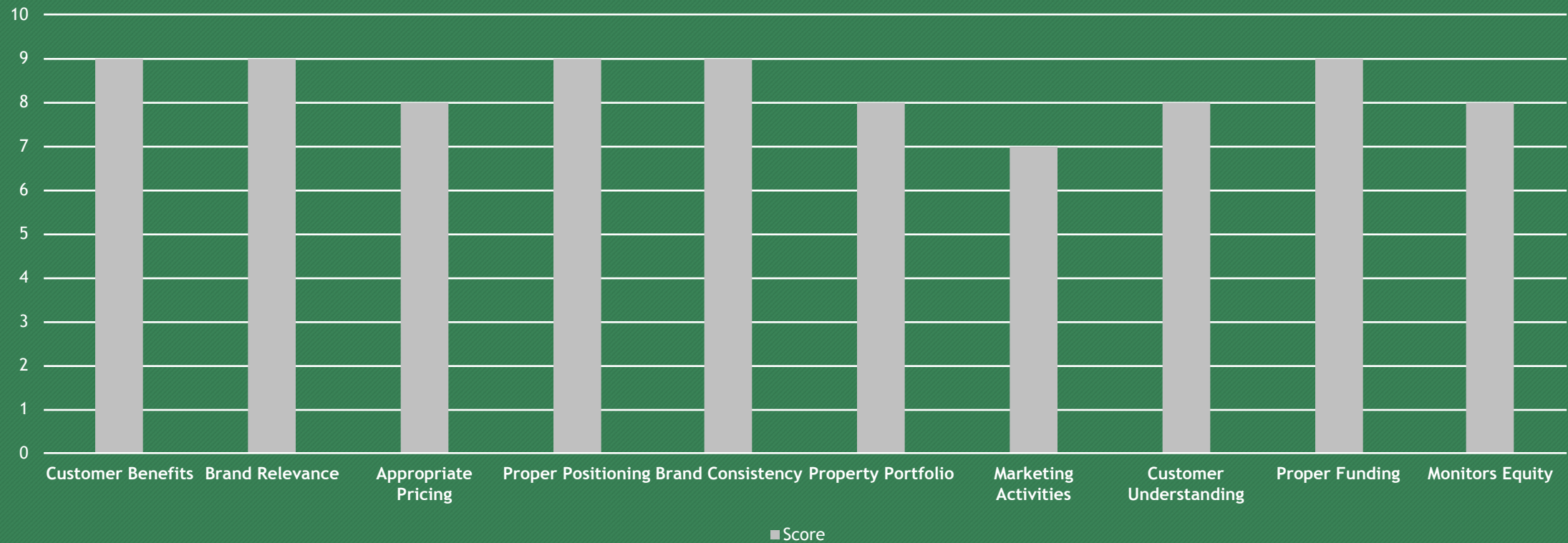
May 5, 2017

The Brand



Brand Report Card

Starbucks Brand Report Card



Positioning Statement

- Mission statement: *To inspire and nurture the human spirit - one person, one cup and one neighborhood at a time.*
- Positioning statement: For coffee and tea lovers, who value community, customization, and consistency, Starbucks is your home away from home, where you can relax, gather, or grab and go, the finest coffee in many beverage forms to revive your spirit and consume responsibly.

Measurement Plan

- Quantitative: Brand awareness; brand recognition
- Social listening
- Surveys, focus groups: to ensure they are meeting customer needs.
- Business measures: sales, environmental footprint

Archetype

The Explorer - going back to the brand's roots; name.

- Core desire: the freedom to find yourself through exploration
- Goal: a better, more fulfilling life
- Fear: getting trapped, **conforming****, inner emptiness, nonbeing
- Strategy: journey, experience new things, escape from boredom
- Gift: autonomy, ambition, ability to be true to one's own soul

**I find this interesting due to the public perception of Starbucks being "basic" etc.

- I also see bits of the "Every Person" archetype in the Starbucks brand - as they encourage community, connections with others, etc.

Loyalty Program

- The “Starbucks Rewards” program
 - Free to join
 - Earn 2 stars for every dollar spent
 - Once you have earned 125 stars, you can redeem those stars for a free food or drink item of your choice.
 - Free birthday drink, free in-store refills on basic coffee drinks and tea, pay by phone, order ahead, member events and special promotions.
 - Reach “Gold Status” by earning 300 stars in 12-months, will reset to “Green Status” every year if you don’t maintain.
 - Additional perks for “Gold Status” members.
- Essentially, \$62.50 dollars spent = 1 free drink.
 - At Dunkin Donuts, it is very 40 dollars = 1 free drink, but it must be a medium.
 - Customers weren’t pleased with the shift from the previous rewards program.
 - The company says there are other ways to earn stars.



Assets and Identity



Packaging



Logo

No official slogan, but have used the following:

- The best coffee for the best you
- It's bigger than coffee
- Uniquely Starbucks

Recent Campaigns

- <https://1912pike.com/>: a web publication that produces “authentic stories with coffee at the core.”
- The Unicorn Frappuccino



Conclusion

- Overall, Starbucks is a solid brand that values their customers, the atmosphere they create, and the environment.
 - With the environment being such a priority to them - I think they should integrate this into their brand experience more and make customers more aware of this goal.
- Opportunity to improve brand consistency across all locations (Target, universities, etc.)
- In my opinion, Starbucks will remain a leader in the coffee industry and keep their status as a prominent brand.