



Starbucks' Engaged Online Community

A Social Media Case Study

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Background to Case Study

- Starbucks is a global brand.
- Starbucks has a highly engaged online consumer community.
- Listening & learning from the community
 - Starbucks Festive Coffee Flavours global campaign
- 5 questions to ask the online community
 - Are customers discussing the Starbucks Festive Flavours online?
 - How do conversations in Dec 2009 compare with Dec 2010?
 - Are the conversations the same in each local market?
 - Are there differences in the tone of conversations around the different flavours?
 - Did online conversations impact Starbucks decision not to sell “Dark Cherry” in the UK in 2010?
- What INSIGHT can we find?
- Can this insight drive an action?
- How can it be measured?

Starbucks Background

Starbucks: An Illustrated History

Real World Footprint

Starbucks Coffee Quick Facts:

Founded by:	Howard Schultz
Founded in:	1971
First Store:	Seattle
Number of Stores:	15,000
Number of Countries:	50

Starbucks 5 ways of being:

- Be welcoming
- Be genuine
- Be considerate
- Be knowledgeable
- Be involved

“the Starbucks experience”, Joseph A. Michelli



Starbucks Background

Starbucks Online Community

Global Online Footprint

Quick Facts:

Starbucks Hosted Communities:

MyStarbucksIdea: 107k ideas

Public Social Network Followers

Facebook: 19.6 million

Twitter: 1.3 million

Flickr: 6,195

Youtube: 9,005

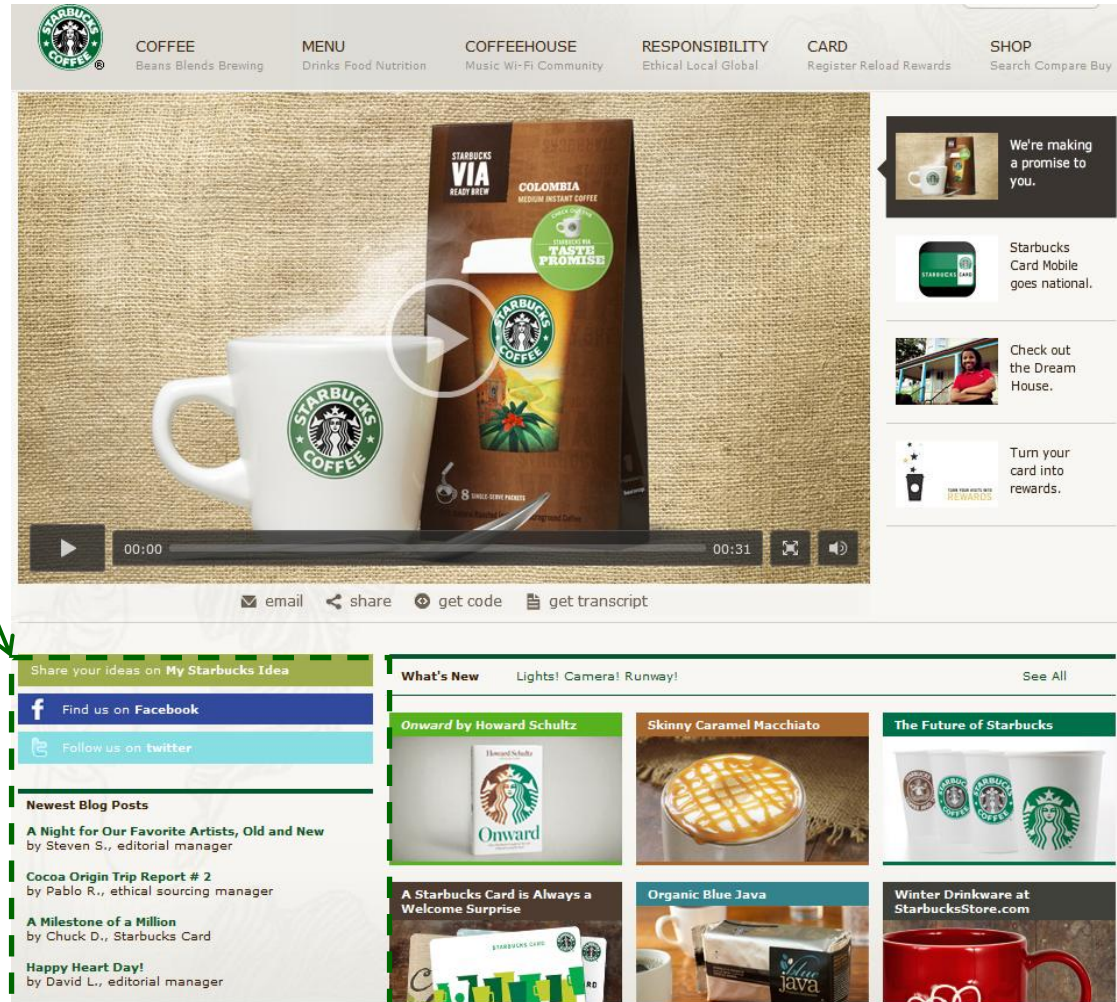
Integrated Social Platform

Frappuccino.com: 74,920 Frappuccinos

Frappuccino Public Social Networks

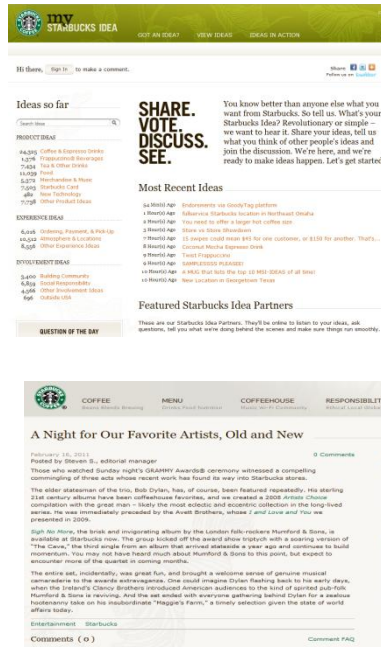
Frappuccino FB 5.6m FB followers

Frappuccino Twitter 7,761 followers



Starbucks Engaged Community – the new loyalty model

Hosted Communities



MyStarbucksIdea: 107k ideas

Ideas ARE Implemented:

VIE Instant Coffee

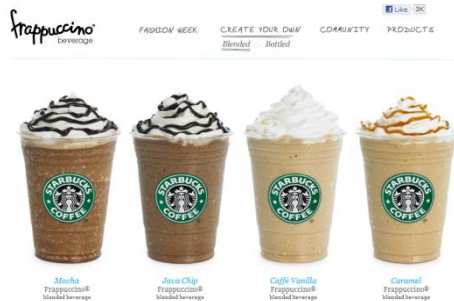
New Cup sizes

- Pico small size
- Trenta - supersize

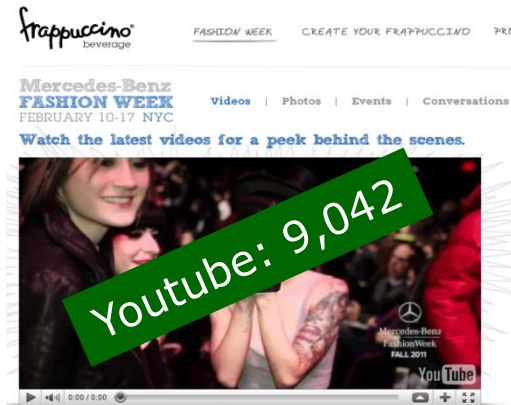
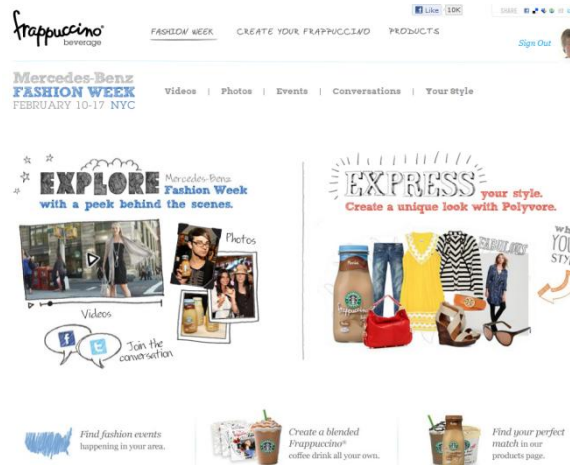
Branded Public Social Network Supported Communities



Hosted Frappuccino Community



Frappuccino Destination website



Window to public Social networks



Starbucks Frappuccino is an integrated destination experience for Frappuccino coffee FANS.

Themed Campaigns – NYC Fashion Week – Feb 2011

Starbucks can use their Frappuccino community to support current campaigns around topical events like

Mercedes-Benz
FASHION WEEK
FEBRUARY 10-17 NYC

EXPLORE Mercedes-Benz
Fashion Week
with highlights from behind the scenes.



Find fashion events
happening in your area.

Mercedes-Benz
FASHION WEEK
FEBRUARY 10-17 NYC

Videos | Photos | Events | Conversations | Your Style

Check out the Frappuccino® fashion events happening near you.

People Stylewatch Celebrity Stylist Event

Every weekend in March - Friday, Saturday and Sunday



Event Details:

- Find the ingredients of a Hollywood-inspired look at the on-site stylist studio with the help of a People Stylewatch fashion expert.
- You'll be able to mix and match the latest accessories at the Frappuccino Flashing Trunk Accessories Bar - showcasing the essential ingredients for a spring wardrobe.
- Enjoy complimentary bottled Frappuccino and a gift bag with your stylist consultation! Call or stop by one of the mall locations below for more information.

Time:

12:00 - 5:00 PM

Locations:

The Mall at Short Hills, 1200 Morris Turnpike, Short Hills, NJ
The Beverly Center, 8500 Beverly Boulevard, Los Angeles, CA
The Shops at Willow Bend, 2405 Dallas Parkway, Plano, TX
Twelve Oaks Mall, 27900 Nevi Road, Novi, MI
International Plaza, 2223 N West Shore Boulevard, Tampa, FL
Cherry Creek Shopping Center, 3000 East First Avenue, Denver, CO

Mercedes-Benz
FASHION WEEK
FEBRUARY 10-17 NYC

Videos | Photos | Events | Conversations | Your Style

Facebook

People are talking about Mercedes-Benz Fashion Week and Frappuccino®. Follow the conversation.

Twitter

Check out Twitter to get the latest on Frappuccino® @Mercedes-Benz Fashion Week.

Find us on Facebook



Starbucks Frappuccino



Starbucks Frappuccino Today is the last day of Mercedes-Benz Fashion Week! There's been so much inspiration for Fall 2011. Hear what's inspired the fashionistas who stopped by the Frappuccino coffee drink cafe - <http://tinyurl.com/672rh5e>



17 February at 14:25

Starbucks Frappuccino There have been some major highlights from Mercedes-Benz Fashion Week. Here are our favorites - <http://tinyurl.com/4etv44a>. What are some of yours?

Highlights from Mercedes-Benz Fashion Week



Adheputra ("...") RT @erindaleendhz: Lhoh, iyayaa~ "sokpolos" :P wkwk ~@Adheputra: Wes kadung :D RT @erindaleendhz: ... <http://t.me/78Yt> about 1 minute ago · reply



CEO_8 LMAO, XD <http://t.co/XV89JB8> about 1 minute ago · reply



rannugrahaa Jhey hai dmko RT @jheeyNK: Hai RT @rannugrahaa: mention dong about 1 minute ago · reply



tiawulandari Ga ush balk smrg yaa...gpp kan...hehhee gpp dunk, gpp laahh... Ya gpp..... 58 seconds ago · reply



ventodeluno おお、やっくでかるちゃー！ RT @nwitter_unt: 会話例だと、こんな感じ？『お前等グルだろ。』ーん、いや、俺たちは文字じゃないし(´・_・´) 48 seconds ago · reply



farah2828 Malam semuanya ~-~ 32 seconds ago · reply



hiramek3 新OPきた！ 29 seconds ago · reply

Engaging with and learning from the Community....

Starbucks Hosted Community

www.mystarbucksidea.com

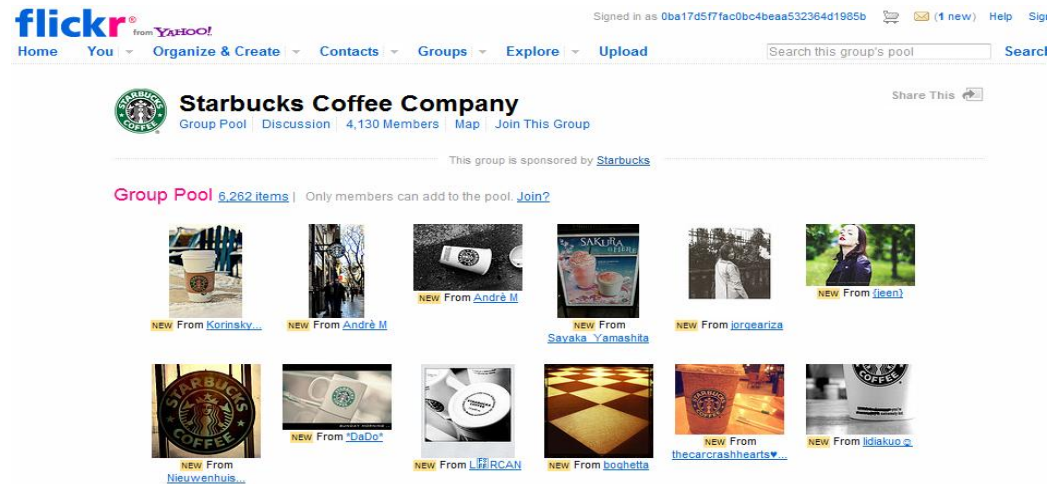
The screenshot shows the Starbucks My Starbucks Idea website. At the top is a green header with the Starbucks logo and 'my STARBUCKS IDEA' text. Navigation links include 'GOT AN IDEA?', 'VIEW IDEAS', and 'IDEAS IN ACTION'. Below the header, there's a sign-in prompt: 'Hi there, Sign In to make a comment.' and social media links for Facebook, Twitter, and YouTube. The main content area is divided into three columns. The left column, titled 'Ideas so far', has a search bar and lists categories: 'PRODUCT IDEAS' (24,325 Coffee & Espresso Drinks, 1,376 Frappuccino® Beverages, 7,434 Tea & Other Drinks, 11,039 Food, 5,372 Merchandise & Music, 7,593 Starbucks Card, 489 New Technology, 7,738 Other Product Ideas) and 'EXPERIENCE IDEAS' (6,016 Ordering, Payment, & Pick-Up, 10,512 Atmosphere & Locations, 8,556 Other Experience Ideas). The middle column features a large graphic that says 'SHARE. VOTE. DISCUSS. SEE.' and a section titled 'Most Recent Ideas' listing various suggestions like 'Endorsements via GoodyTag platform' and 'fullservice Starbucks location in Northeast Omaha'. The right column contains a paragraph encouraging users to share ideas and a section titled 'Featured Starbucks Idea Partners' with a brief description.

Starbucks provide an idea platform for their community to share and vote on ideas for Starbucks to investigate and potentially launch.

A couple of the implemented and community supported ideas are:
adding new coffee cup sizes (pico and trenta in US and Canada)
launching Vie instant coffee

There are 107,000 ideas currently on the www.mystarbucksidea.com website with other community members voting for each of them.

Starbucks Branded Public Social Network



analisamarie (a group admin) says:

29 Jan 10 - This group has helped inform us of the inconsistent experiences photographers have in our stores. We have put group discussion on hold until we have more updates on an official policy for photography in our stores. We appreciate your patience and encourage you to check back in the following months for an update.

Starbucks learn from and communicate with their community across multiple channels.

This Flickr comment recognises a potential issue with photographers taking pictures in Starbucks coffee shops which is now being investigated.

Listening to the online community

UNEARTHING “NUGGETS”

Through.....

the new consumer insight channel....

Starbucks Listening Project – Red Cups Campaign Dec 2010

Focusing on Starbucks annual Red Cups campaign in UK, Singapore and Australia, the project asked 7 questions....

1. Are customers discussing the Starbucks Festive Flavours online?
2. How does the volume of conversations in Dec 2009 compare with Dec 2010?
3. Are the conversations the same in each local market?
4. Did online conversations impact Starbucks decision not to sell “Dark Cherry” in the UK in 2010?
5. Are there differences in the tone of conversations around the different flavours?
6. Can social insight drive action?
7. How can actions be measured?

Our findings and recommendations are.....

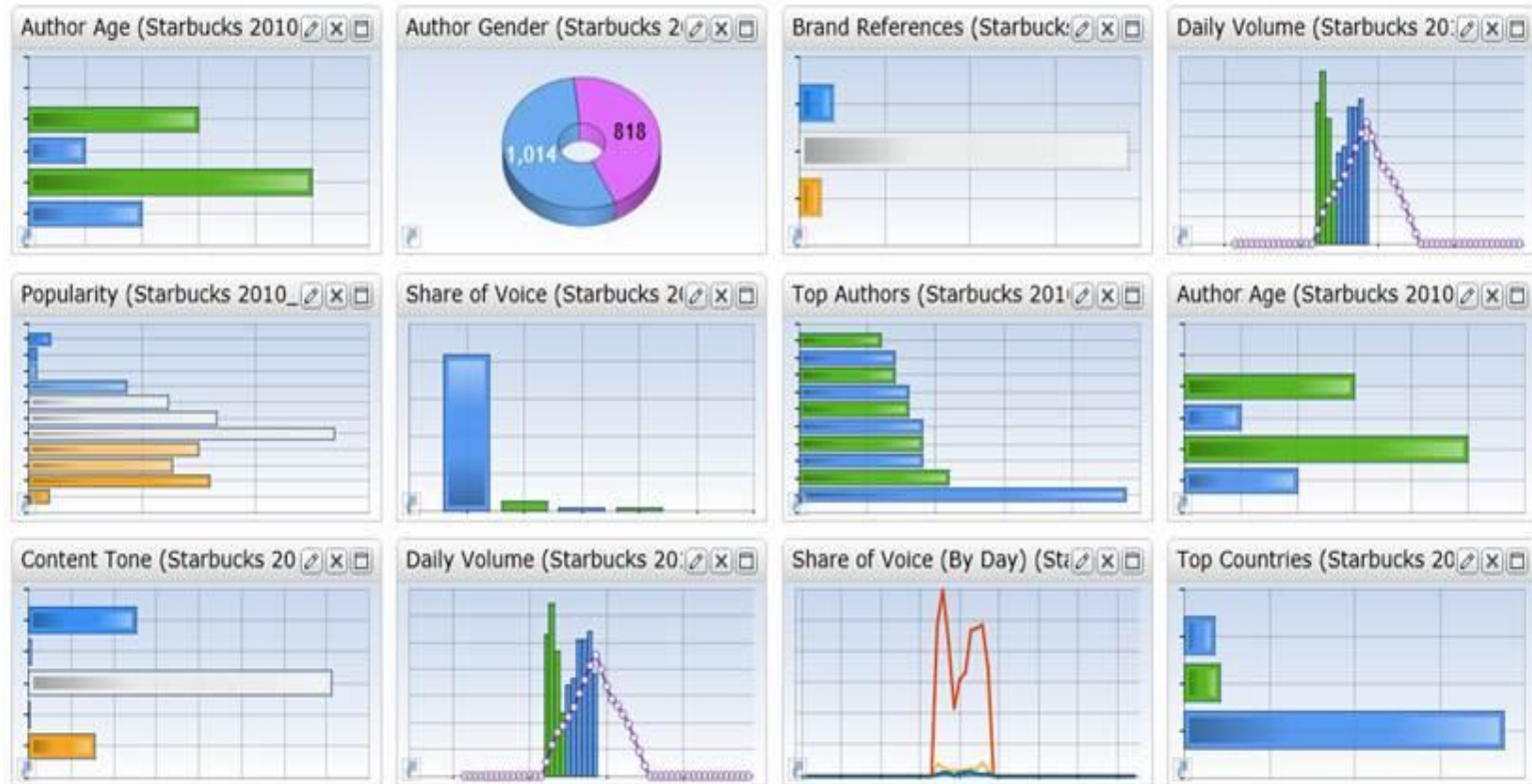
Starbucks Annual Red Cup Campaign evolves and extends.....



Red Cups is a "global integrated multi-channel campaign"

1. Are customers discussing Starbucks festive flavours online?

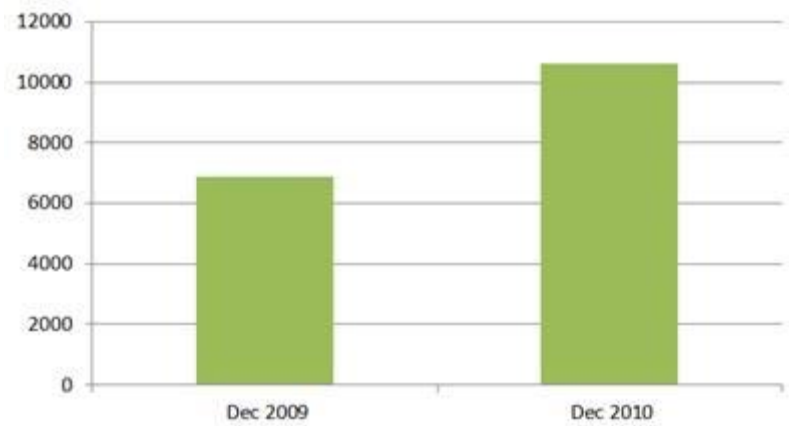
Using SM2 social media monitoring tool, we found 9,600 conversations around Starbucks Christmas Flavours, Gingerbread, Eggnog, Toffee Nut, Peppermint and Dark Cherry in Dec 2010, in UK, Singapore and Australia.



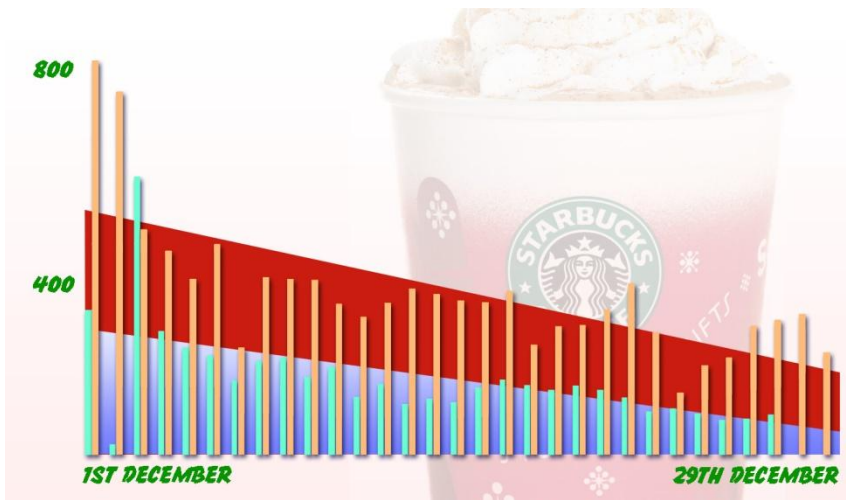
YES – Customers are talking online about Starbucks Red Cups Flavours

2. How does the volume of conversations in Dec 2009 compare with Dec 2010?

Conversations double
Dec 2009 to Dec 2010



Also, conversations slowed down at a similar rate throughout the month in both years



Slow down in conversations is
similar in both 2009 & 2010

3. Are the conversations the same in each local market?

Conversations in all markets are flavour based, local initiatives can be an additional topic i.e. "open house" in Singapore

UK

Apparently the Starbucks in Southampton has run out of eggnog lattes, & doesn't expect to get any more in this year. Nooo! *wails piteously*

4:07 AM Dec 18th via web



Alex_Bell86

Alex Bell

@kevbuk @degysy I'm on my 2nd starbucks day. personal record. dark cherry mocha not as nice as gingerbread though. shouldve gone toffee nut

12 Nov 09 via Echofon ☆ Favorite ✈ Retweet ↻ Reply

UK:

Flavour based conversations

Singapore



Starbucks Singapore A big THANK YOU to all who have supported us generously at the Christmas Open House yesterday evening! You have helped The Salvation Army to make many Christmas Wishes come true. Well done guys! :) Have a great weekend ahead!



03 December 2010 at 02:23 · Share

116 people like this.

View all 8 comments



Phoebe Ng We will definitely be happy!!! Every cent counts!!!
03 December 2010 at 06:32 · Flag

Starbucks is ending their "Starbucks Christmas Open House 2010" in about 10 minutes time :)

5:50 PM Dec 2nd via web



foodiemaniacs

foodieManiacs

Singapore:

Conversations around local open house initiative and flavours

4. Did online conversations impact Starbucks decision not to sell “Dark Cherry” in the UK in 2010?

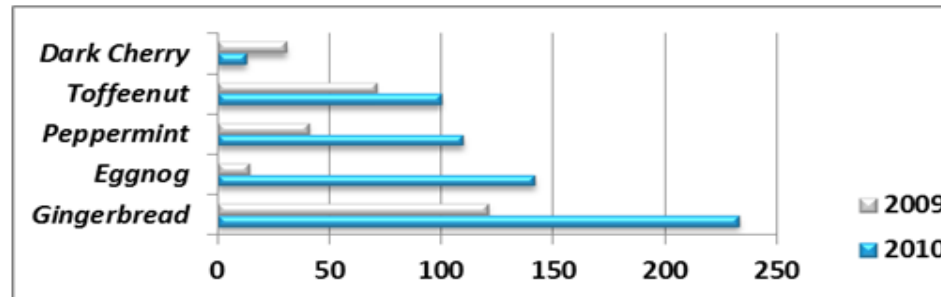
Starbucks sold “dark cherry” flavoured coffee in the UK in 2009.

Starbucks did not sell “dark cherry flavoured coffee in the UK in 2010.

Did social conversations impact Starbucks decision not to sell “Dark Cherry” in the UK in 2010?

NOT AS FAR AS WE CAN SEE..

Dark Cherry was not the least talked about flavour online in 2009



4. Did online conversations impact Starbucks decision not to sell “Dark Cherry” in the UK in 2010?

Dark Cherry was missed in 2010.....

@lawrencemoore #christmasblend was awful - over-roasted for me. No dark cherry mocha either which is a disgrace! Come on Starbucks.

bring back dark cherry mochas to the uk

Posted on 1/6/2011 2:26 PM
by jilrib

dark cherry mochas were very missed this Christmas.

Comments [0]

to Outside USA

Bring back the DARK CHERRY MOCHA all year. I'm in withdrawel el!

Posted on 9/8/2010 3:41 PM
by bannannerab

Please

Comments [4]

to Coffee & Espresso Drinks

Dark Cherry Mocha - All Year Please?

Posted on 7/30/2010 6:40 AM
by mseatwcs

I was disappointed today to discover Dark Cherry Mocha was considered a "seasonal" beverage. Why? Would it kill you to keep this on the menu year-round? You just lost a customer.

Comments [5]

to Coffee & Espresso Drinks

Customers talked about dark cherry on public social networks including **Twitter** as well as on Starbucks own communities **Mystarbucksidea.com**

Will the 2010 conversations impact next years decision and return Dark Cherry to UK stores in 2011?

5. Are there differences in conversational tone around different flavours?

YES - Starbucks community use different tones with different flavours



Gingerbread is an **emotive** flavour which results in words and phrases around the **emotion** of the festive period.

Toffee Nut is an **indulgent** flavour which results words and phrases around the **sensations** evoked when drinking the coffee.



Result = New consumer INSIGHT = SOCIAL INSIGHT

6. Can Social Insight drive an action?

Key Observations and Insight from Flavour conversational tones

Customers associate different emotions and senses with the different festive flavours

Flavours provide the changes in tone in difference in conversation

Geographic locations do not significantly impact conversation tones

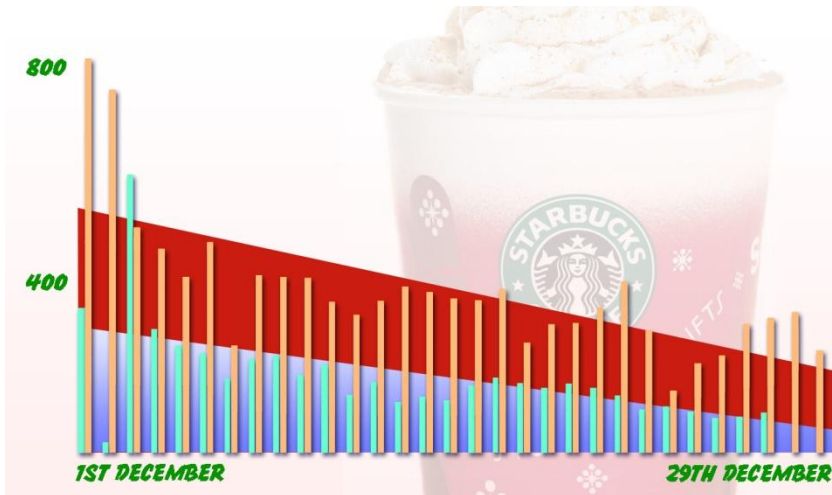
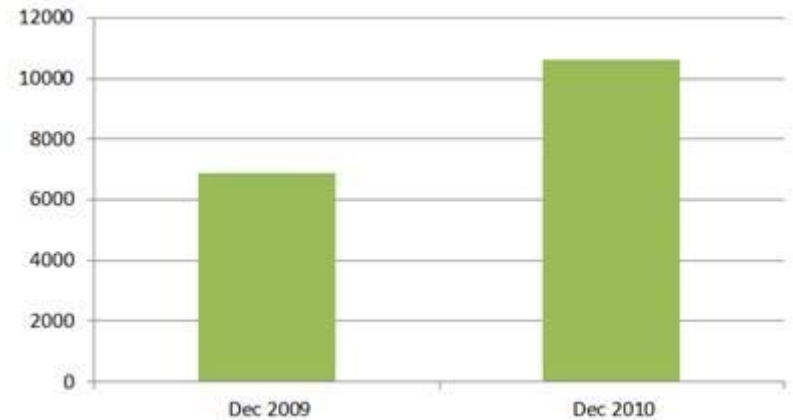
Recommendations

Starbucks may look to run local or a multi country campaign which uses messaging to stimulate emotions and sensations around flavours or local festivals or activities.

7. How can actions be measured?

Using historical data, conversations levels & key phrases can be measured and compared across local markets, media channels & demographics over specific time periods.

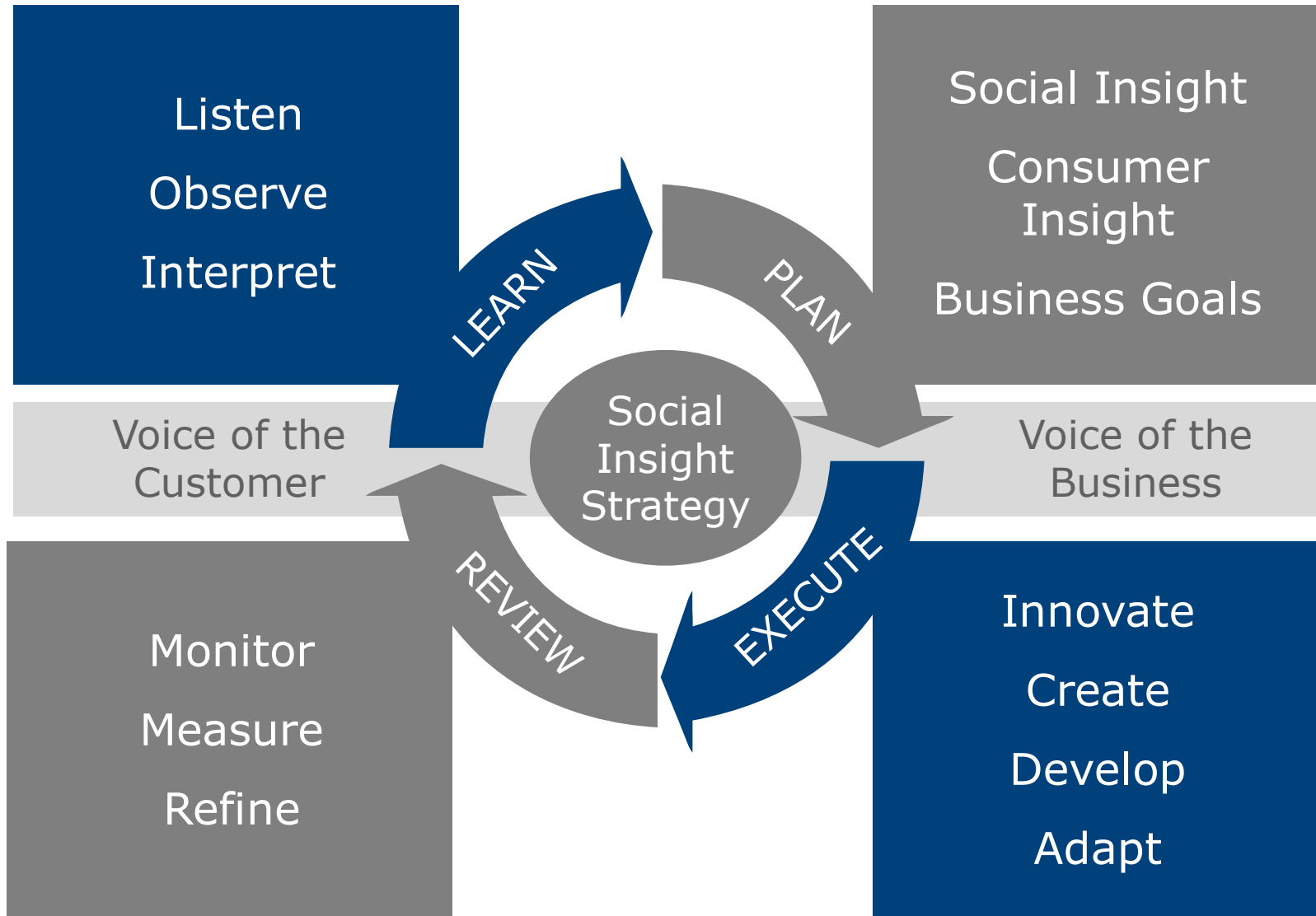
We can look to see the impact of new campaigns with “specific” messaging on the levels of conversations over a period of time.



We can map conversation trends over a period of time.

We can look to see the impact of new campaigns with “specific” messaging on the trends and levels of during a specific time period.

Developing a Social Insight Strategy





Contact us

to find out how we can help you
unearth some actionable

SOCIAL INSIGHTS

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