



Jonesboro Starbucks Holiday Campaign

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Arts 224



Local Competitors

Fig Tree Cafe is a local coffee shop in Jonesboro, located right in the center of the town on Mainstreet. They are most known for their coffee, baked goods, and community atmosphere. They are a ministry of First Baptist Jonesboro. K-Sweetz Boba and Bakery is another coffeeshop/cafe focusing more on boba, tea's, smoothies, and baked goods. This local business caters to an audience interested more in non-coffee drinks, but still has baked goods. Panera Bread is another cafe/restaurant that has coffee and a wide variety of food. They do offer a community and study atmosphere as well. The fast-food chain McDonalds is also in the same shopping center, contributing to local coffee sales besides just burgers and other fast-food items. Dunkin Donuts is the biggest competitor with two locations in the general area. With one location right next to the Jonesboro Starbucks, this fast-paced coffeeshop easily rivals Starbucks.

Local Unique Selling Point

The Jonesboro location has opened the opportunity for full time and part time jobs for the local community. They work with many minority-owned business and organizations for community outreach. This specific location has a special area, where the community can host events, gatherings, and programs. This is not just a coffeeshop or cafe, it is a space where locals can come gather to learn new things, reach goals, and make connections.

Local and Corporate Strengths/Weaknesses

Some local strengths that this Starbucks holds are its community roots, and outreach. Even through the building process of the location, Starbucks built connections with the community, by choosing local companies. The Art inside is from local artists, who get a shot at promoting their work. With the use of their multipurpose space, the outreach that has gone on in that room, with teaching programs, organization meetings and events, has really built community. A weakness that is very visible is the big corporate presence, even though they are making a change in the community, people can be turned off by the corporate presence. People might be more apt to going to a small local business to support the community instead of going to Starbucks.

Background

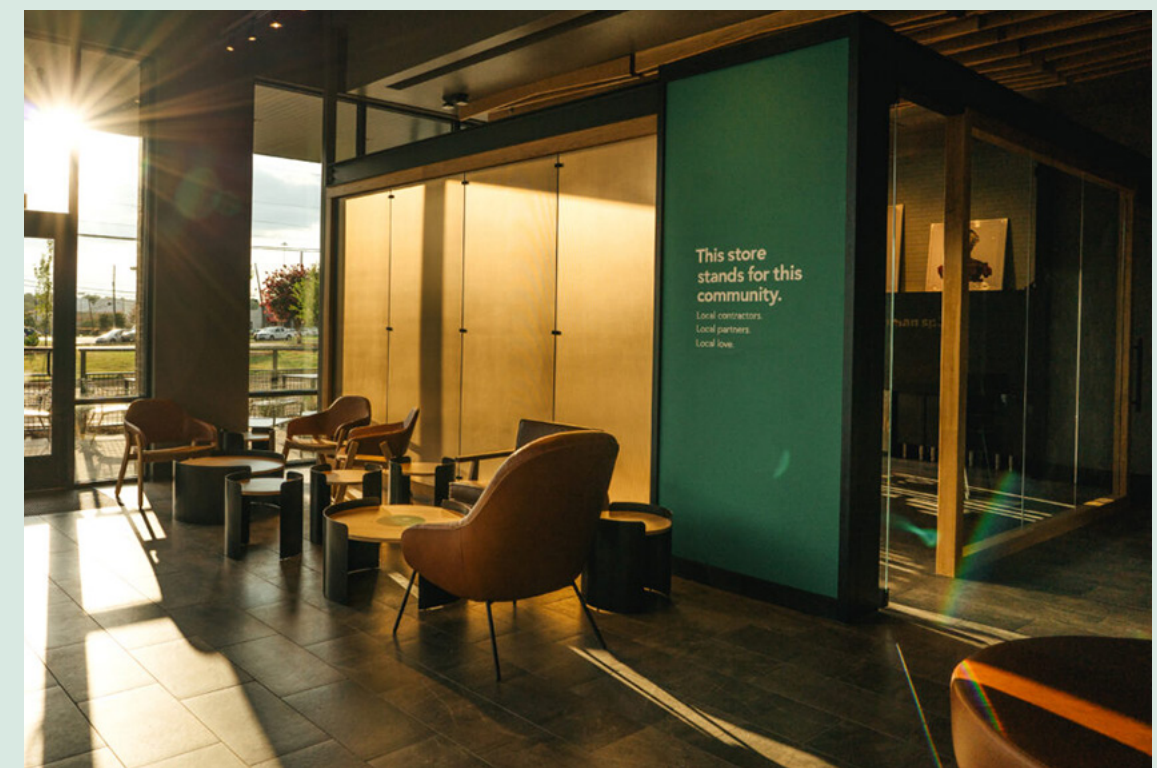
Starbucks opened new location in Jonesboro, Georgia in July of 2019. This location is relatively new to the area, but already having a great impact on the community. It is part of initiative Starbucks created, to build up struggling communities around the country, Starbucks originally started in Seattle, opening a small local coffee shop in 1971. Taking inspiration from coffee shops in Milan, they crafted a unique atmosphere, that soon took off. By 1996 Starbucks had spread to most of the major cities of America, even going as far as Japan.

Mission

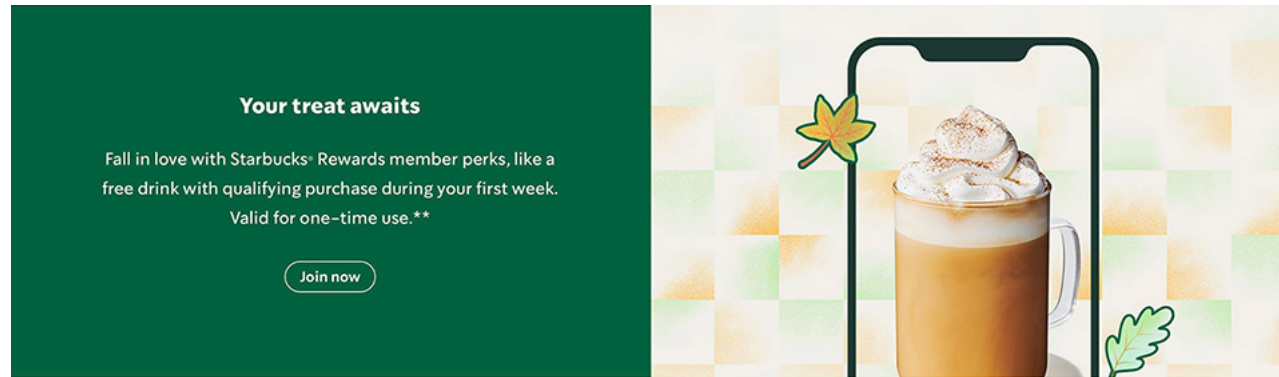
The main goal for the Jonesboro location is to build and foster better community in areas that are struggling. Through the opening of jobs, working with nonprofits, minority-owned business and artists, and making community connections. The overall corporate mission of Starbucks is "With every cup, with every conversation, with every community - we nurture the limitless possibilities of human connection" (Starbucks.com).

Local Target Demographic

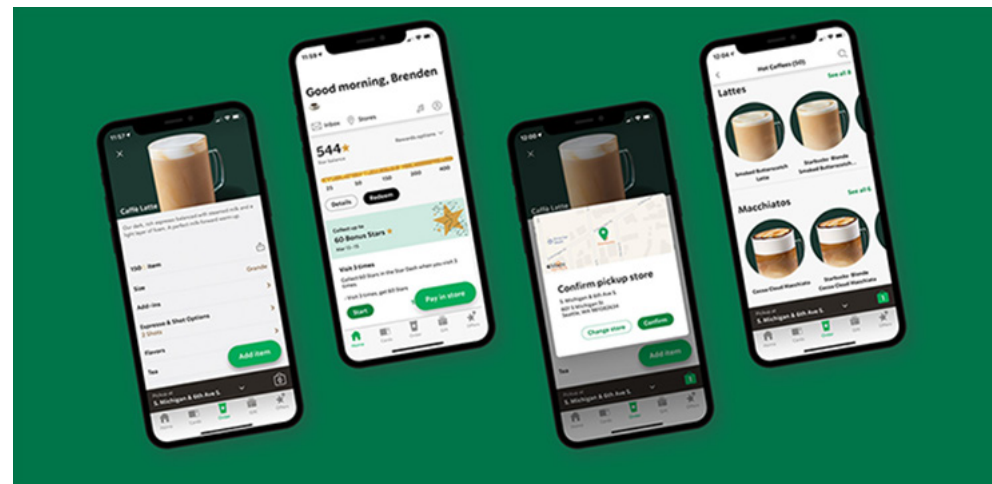
The target age for Jonesboro is ages 15-29. The population for these age groups are the highest among all other ages in Jonesboro. About 40% of the families have married parents in the household, with about 52.6% being single parent homes. The majority of Clayton County aligned with the Christian religion. The Hindu religion has around 20,000 members as well. For education in Jonesboro, 70% of kids from kindergarten through 12th grade are enrolled in school. Around 25% of the community have a bachelor's degree or higher. 68% of people work for privately owned companies and business in Jonesboro, with 16% of people working for the local and state government.



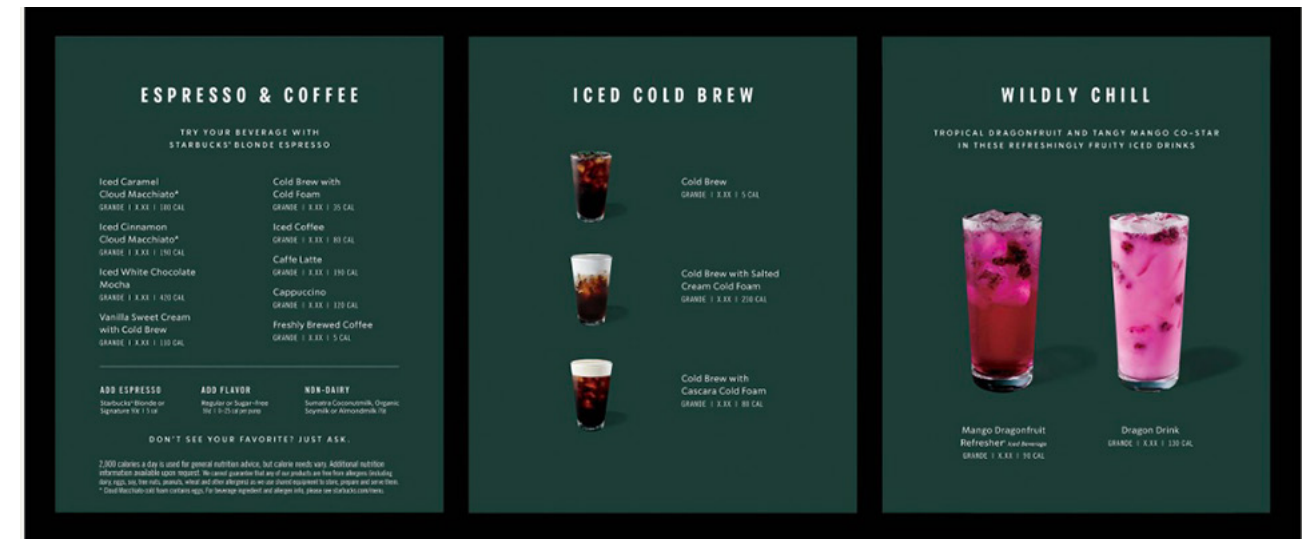
Visual Audit



A great promotional strategy that Starbucks takes advantage of is their loyalty program. Through the loyalty program, guests can earn stars, to eventually redeem free coffee and treats. Besides just earning free things, guests can check their points and store their gift cards all through the loyalty program. Their program is user friendly and easy to use, being widely used on all platforms. This visual promotes the loyalty program by offering perks and free menu items when guests join. Through the specific use of words, visuals, and easy to use program, this ad effectively promotes the Starbucks loyalty program.



A second advertising tactic that Starbucks uses is their development and use of their mobile app. Through the app guests can access the loyalty program, as well order online. The mobile order feature is one of the most widely used and accounts for 20% of Starbucks' sales. With the app, Starbucks recommends certain drinks and food items based on previous ordering habits, which adds to the success of the mobile app. The interface is done very well with easy access to mobile ordering, menu, and points. With great customer service available to help, this mobile app and all its features have really changed the coffee industry.



One of the big advertising tactics that Starbucks uses is branding consistency. Whether it's their logo, language, or location, everything stays the same. The logo and colors are always the same on every advertisement and item with their brand on it. They even have certain colors they use, typography, graphics, and photos. Every single location has the same atmosphere and certain aspects that stay the same no matter the region you are in. Obviously, there will be subtle changes depending on the area the Starbucks is located. For the most part, Starbucks' identity stays the same in all aspects of branding.



Your local store has Nitro Cold Brew
 Nitrogen-infused. Naturally sweet. Creamy head of foam.

[Details](#) [Messages](#)

Local Competitors

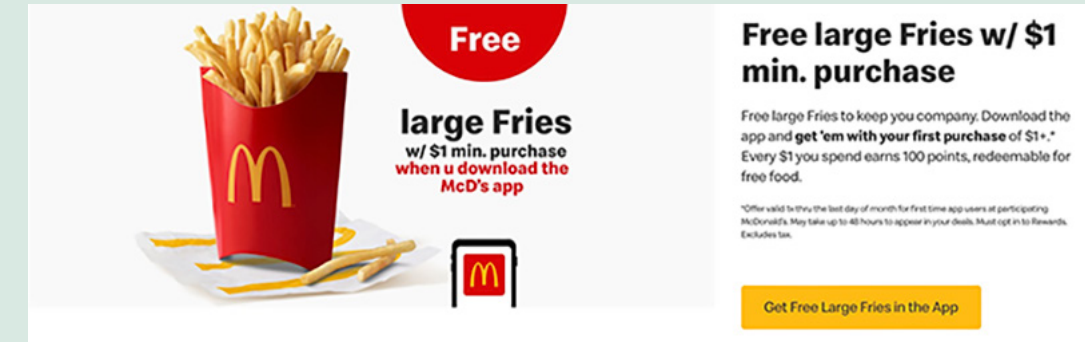
An advertising technique that Dunkin Donuts, most likely Starbucks' biggest competitor uses, is merchandise marketing. In 2018 Dunkin went through a big rebranding phase where they expanded to clothing, accessories and other products. With this tactic the name became more of a household name through this type of advertising. Getting a company name out into the world in non-conventional ways to reach people outside the main target audience, is a great marketing strategy.



The use of social media and big-time influencers, to market products, is a very creative and lucrative strategy. Dunkin Donuts has partnered with Charli D'Melio and other Hollywood stars to promote their products, in turn raking in bigger profits. McDonalds has done the same using social media trends such as the Grimace trend, promoting one of their products. Their avid use of social media to answer questions with funny replies, also gains lots of internet attention.



Mobile ordering is something that most corporate coffee companies are very familiar with. With McDonalds especially they have a lot of special deals and promotions, which are mostly free to users without having to collect large amounts of reward points. These hit the market very well, contributing to more sales and cheaper food options. Dunkin Donuts and McDonalds really take advantage of their mobile programs to market and advertise their products.



Project Brief

Goals of the Project

The Goal for this project is to bring the community together by celebrating important holidays. With this holiday promotion we hope to foster unity throughout the local area.

Theme

This project will be on the 4th of July celebrating our country and what it stands for.

Tone

With the 4th of July project, we would like to portray fun, warm, summer emotions, in celebration

Message

The message for this campaign is to promote a 4th of July campaign that will have proceeds donated to charities supporting veterans. This ad will bring the community together by showing that Starbucks really does care about the local people, especially the veterans on an important American holiday.

Style

The style for this will use red, white, and blue, but will also include warm fun summer colors. The font and style of writing will remain the same as regular Starbucks promotions.

Concepts

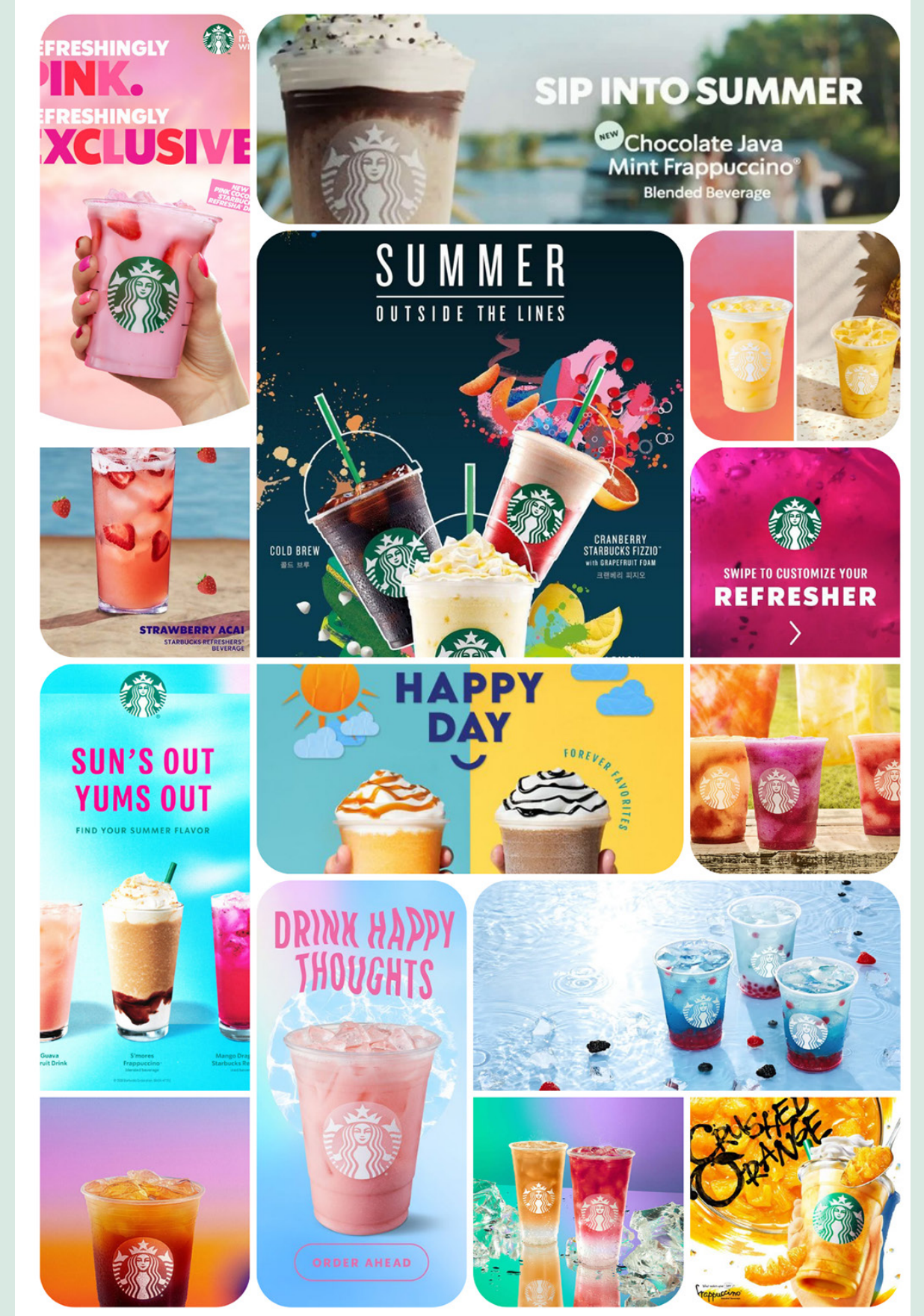
For this project I have three main concepts, for the 4th of July promotion.

The first concept is to hold special deal where, with every purchase of select summer drinks, two dollars will be donated to veteran charities in the local area. This promotion will last the first 4 days leading up to 4th of July.

The second concept is to create a red, white and blue summer drink that will be available the week leading up to 4th of July as well.

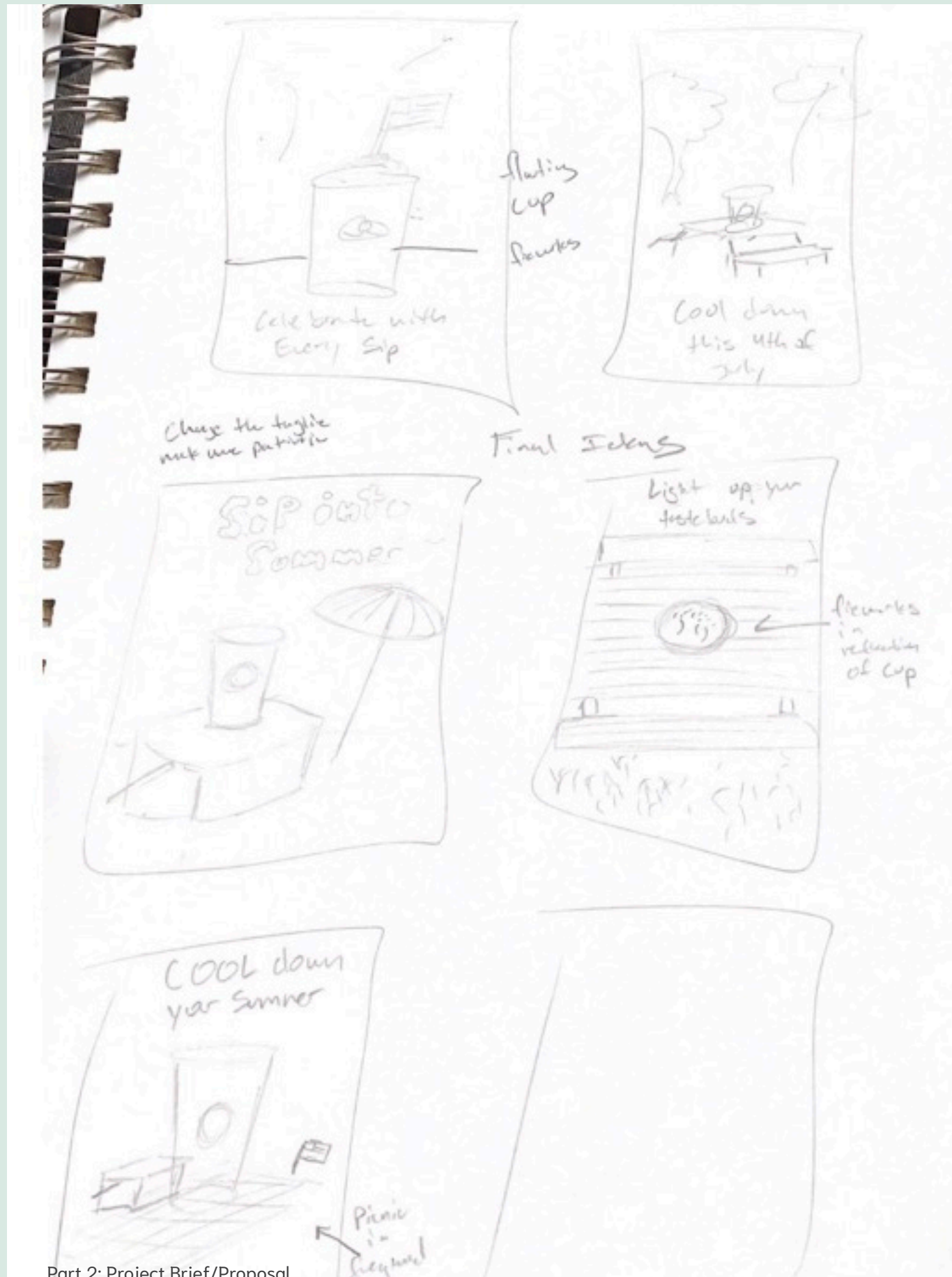
The third concept is to sponsor the Jonesboro 4th of July parade. With this sponsorship, we can get the Starbucks brand out in the community, as well as promote our location with the drink promotions as well.





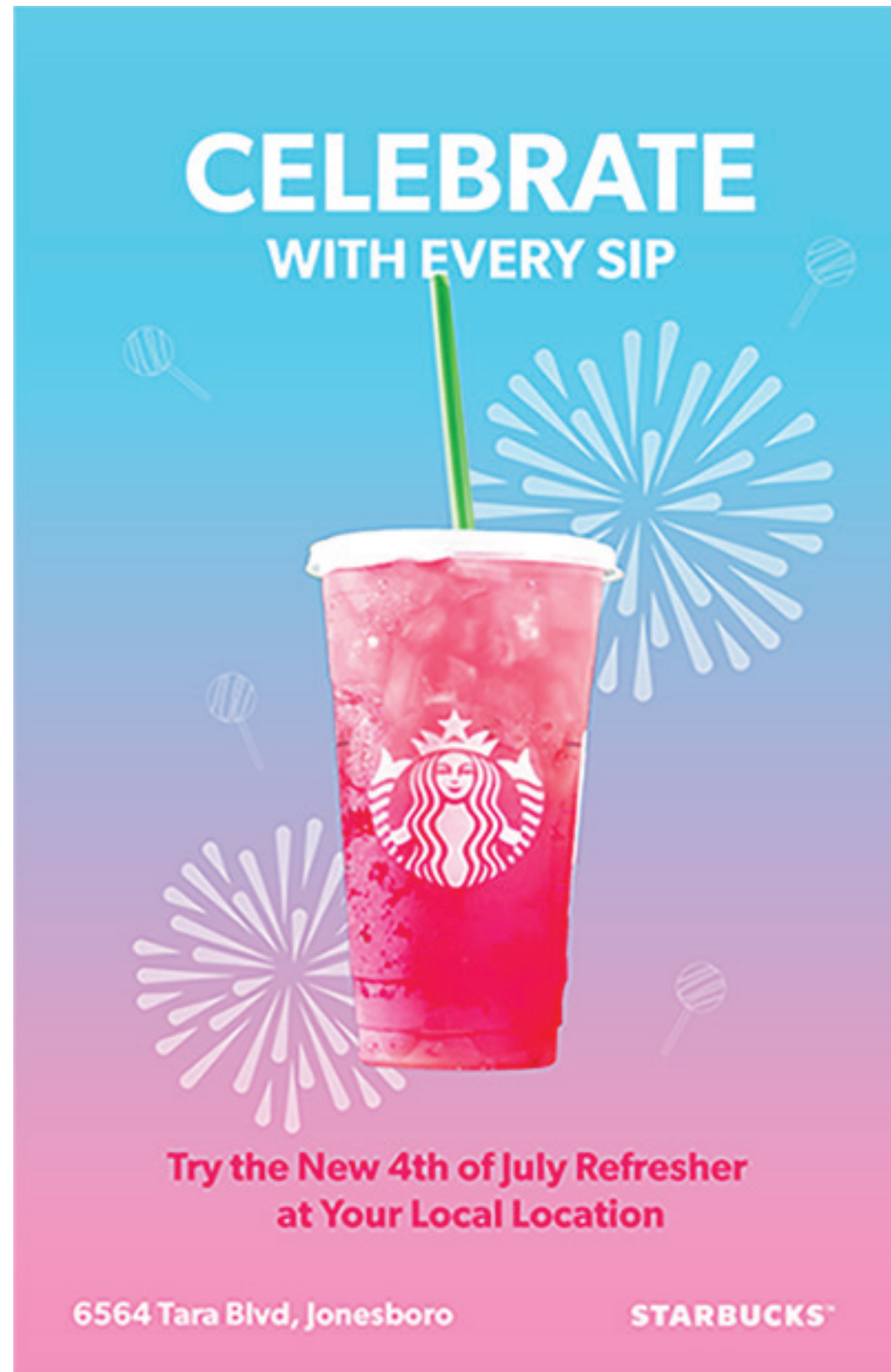
Sketches





Here are about 20 different sketches, depicting ideas for the holiday promotional poster for Starbucks. There are 3 specific designs that were chosen to create. After critique, I decided to go with a floating drink poster.

Final Draft



Works Cited

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