

Starbucks

A Concept Brewery

This presentation was created for a product marketing class at Cal State University, Long Beach. Our group was tasked with creating a product launch plan for a concept beer line for Starbucks. This plan utilizes: copywriting, market research, media placement, crisis management, content marketing, and influencer marketing.

310.756.8353 | justinrodriguez.me | justinartrodriguez@gmail.com



Introducing Starbucks Artisan Brew

The Artisan Brew line brings rich, full-bodied flavors that only Starbucks can provide through its *masterful global curation* of ingredients. By pairing Signature Starbucks flavors with responsibly sourced ingredients, we've created a bold line of combinations Starbucks fans will love. Using the strategic expansion of Starbucks Evenings as the launching pad, The Artisan Brew line is sure to be well received in all test locations.

The "Artisan Brew" name captures the feelings our target market seeks in their experiences: *Personal, Comforting, and Authentic*. Like a conversation between lifelong friends, Artisan Brew embodies the personal connection every person seeks.

This Artisan Brew is for you. Cheers.



"We Love to See You a Little Later"

STARBUCKS BREWERY

Launch Objectives: First Quarter

- **80%** neutral/positive social media mentions measured by reception and engagement
- Increase sales in test stores after 4PM by **20%**



Target Market Profile

Professionals

Age: 25 - 40

Income: \$40K - \$100K

Starbucks Loyalist

Early Adopter

Value Social Status

Environmentally

Conscious

Insights

- ❑ **Twice as likely** to discuss alcohol brands on social media
- ❑ When discussing coffee shops, Starbucks is mentioned **87%** of the time
- ❑ Target market wants a “**third-place**” to visit after work
- ❑ Starbucks loyalists are risk takers and **want new experiences**



Introducing Starbucks Artisan Brew

Starbucks Espresso Cloud IPA is crafted by a collaboration of Starbucks coffee roasters and world renowned brewers. This special brew is brewed with a combination of Starbucks Espresso and the Starbucks Cloud IPA. The Starbucks Espresso Cloud IPA has the lightest taste of the Starbucks Espresso and will always remain a crisp taste.

Starbucks Espresso Cloud IPA

6.8% Alc/Vol

STARBUCKS COFFEE

UNBLENDED, UNADDED, UNCONTAMINATED, UNREFINED, UNROASTED, UNWASHED, UNWATERED, UNWETTED, UNYET TO BE DRUNK, UNYET TO BE TASTED, UNYET TO BE ENJOYED, UNYET TO BE DISCOVERED, UNYET TO BE APPRECIATED, UNYET TO BE UNDERSTOOD, UNYET TO BE FELT, UNYET TO BE EXPERIENCED, UNYET TO BE LIVED.

© 2014 Starbucks Coffee Company, Seattle, WA. All rights reserved. Starbucks Coffee Company.

Starbucks Espresso Cloud IPA is brewed with a combination of Starbucks Espresso and the Starbucks Cloud IPA. The Starbucks Espresso Cloud IPA has the lightest taste of the Starbucks Espresso and will always remain a crisp taste.

Starbucks Espresso Cloud IPA

6.8% Alc/Vol

STARBUCKS COFFEE

UNBLENDED, UNADDED, UNCONTAMINATED, UNREFINED, UNROASTED, UNWASHED, UNWATERED, UNWETTED, UNYET TO BE DRUNK, UNYET TO BE TASTED, UNYET TO BE ENJOYED, UNYET TO BE DISCOVERED, UNYET TO BE APPRECIATED, UNYET TO BE UNDERSTOOD, UNYET TO BE FELT, UNYET TO BE EXPERIENCED, UNYET TO BE LIVED.

© 2014 Starbucks Coffee Company, Seattle, WA. All rights reserved. Starbucks Coffee Company.

Starbucks Espresso Cloud IPA is brewed with a combination of Starbucks Espresso and the Starbucks Cloud IPA. The Starbucks Espresso Cloud IPA has the lightest taste of the Starbucks Espresso and will always remain a crisp taste.

Starbucks Espresso Cloud IPA

6.8% Alc/Vol

STARBUCKS COFFEE

UNBLENDED, UNADDED, UNCONTAMINATED, UNREFINED, UNROASTED, UNWASHED, UNWATERED, UNWETTED, UNYET TO BE DRUNK, UNYET TO BE TASTED, UNYET TO BE ENJOYED, UNYET TO BE DISCOVERED, UNYET TO BE APPRECIATED, UNYET TO BE UNDERSTOOD, UNYET TO BE FELT, UNYET TO BE EXPERIENCED, UNYET TO BE LIVED.

© 2014 Starbucks Coffee Company, Seattle, WA. All rights reserved. Starbucks Coffee Company.



Strategic Pillars

Launch Objectives

- ☐ 80% neutral/positive social media mentions
- ☐ Increase test store sales after 4PM by 20%

Positioning “The third place, reinvented.”

Infuse signature Starbucks flavors

Masterfully curated and crafted

Responsibly-sourced ingredients

Signature seasonal flavors

Starbucks Evenings as launchpad

Serve at Evenings locations

Happy hour promotions

Beer-tasting flights

Build product awareness

Influencer marketing

Owned + paid media placement

Social Media Advertising

Pricing Strategy

Base Price: \$6.99

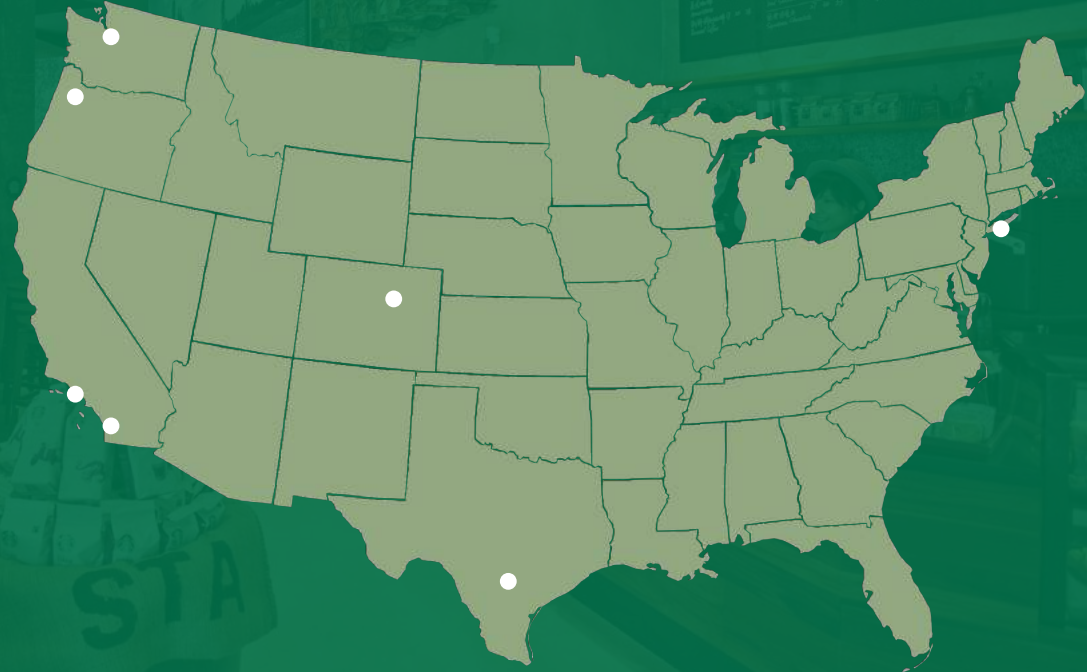
Happy Hour Price: \$3.99

With its premium quality, the Artisan Brew line competes with higher price point competitors and differentiates with its unique angle in the Beer/Spirits vertical.



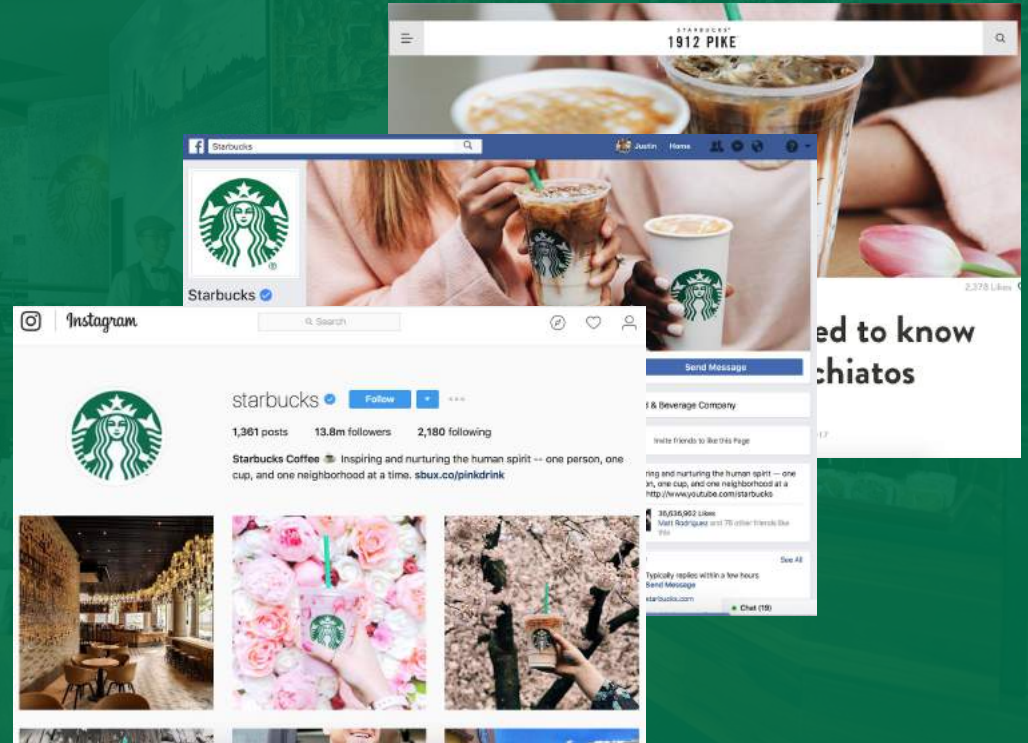
Roll In, Roll Out

- ❑ Initiate distribution to test markets
- ❑ Expand into Starbucks Evenings locations
 - ❑ Measure individual sales
 - ❑ Introduce regional flavors
- ❑ With success, a retail Artisan Brew 6-pack will launch in initial test markets and subsequently to similarly aligned markets



Announcement Plans

- ❑ Fall 2018 Press Release
- ❑ Content Marketing
 - ❑ Starbucks Blog
 - ❑ Social Media Accounts
 - ❑ Email Newsletter
- ❑ Paid Media
 - ❑ Social Media Ads
 - ❑ Print Media Placement
- ❑ Influencer Sponsored Content
- ❑ Launch event for Influencers and Media



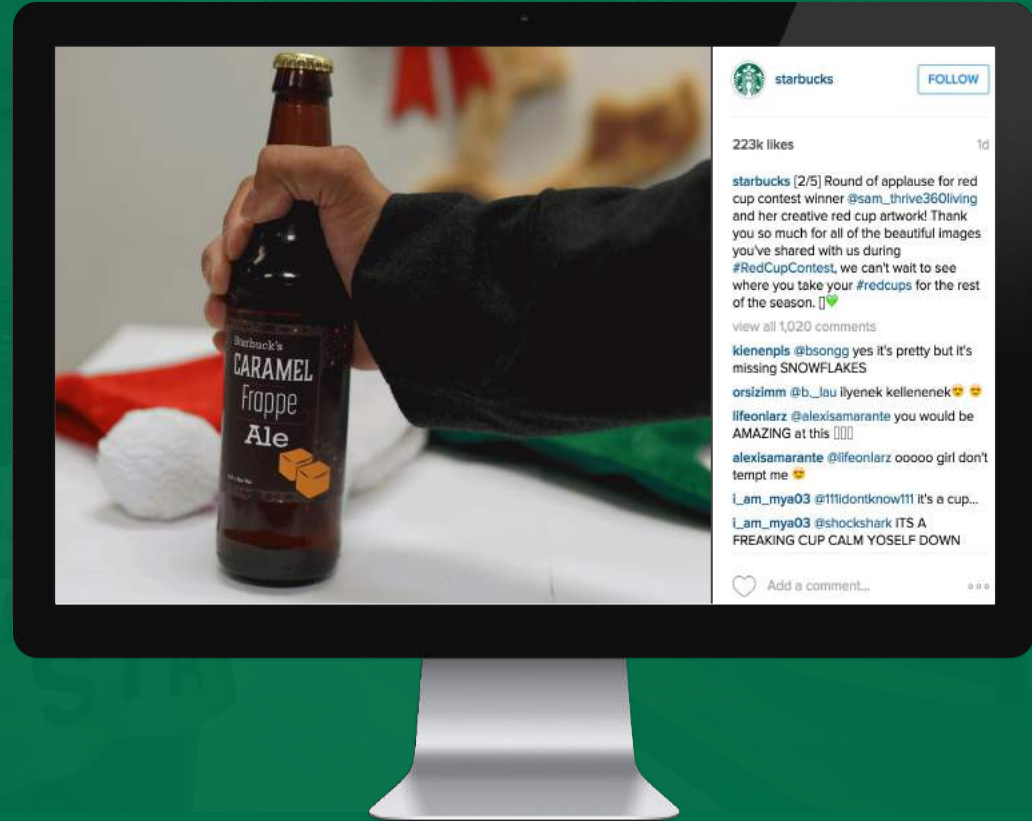
Warning Indicators & Contingency Plan

Warning Indicators

- ❑ Lukewarm/Negative reception
- ❑ Sales Slump after 4pm
- ❑ Denied Local Liquor License

Contingency Plan

- ❑ Final push through Social Media
- ❑ Keep product in successful key market retailers
- ❑ Release retail 6 Packs in markets Starbucks CPGs are carried if liquor licence is denied



Measuring Success

Key Performance Indicators (KPIs)

- ❑ Positive reception in test markets
- ❑ **500MM** social media impressions
- ❑ **80%** neutral/positive mentions
- ❑ In-store Starbucks Purchases
 - ❑ Loyalists return weekly
 - ❑ 50% Rewards Redemption
- ❑ **1MM units sold** in the first year





Thanks for Being Awesome!

