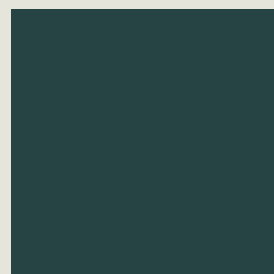
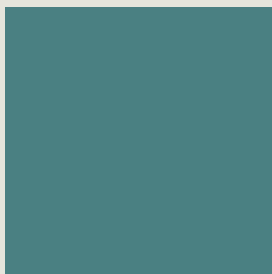


CASE STUDY 2

STARBUCKS COFFEE

WILLIAM RIOS
CONSUMER BEHAVIOR



CASE STUDY 2

ASSIGNMENT



Consumers are influenced by many different reference groups in all phases of their lives. In consumer behavior, reference groups are major factors in deciding what to buy and what brands to buy and consume. Just think about how reference groups have influenced your purchasing decisions – friends, family, classmates, online review communities, celebrities and social media influencers.

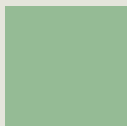


Brands recognize the need of incorporating reference groups in their marketing communications efforts. You are the digital marketing manager for the brand you created a persona for. Your CMO has a friend at another company and she has told him he has to use the power of reference groups for the brand, specifically online influencers. He trusts her but has no idea of what she is talking about, so he has assigned you with the job of putting together a recommendation of leveraging online influencers for the brand's next campaign.



The primary objective is to build the awareness of your brand as the leader and the best in the product category. Using the research and persona that you have developed, prepare a report for the CMO that includes the following:

- Explain what online influencers are and why they can be effective partners for brands. Your boss learns well by seeing examples of what other brands are doing.



- Select 3 potential online influencers as options to use. Justify how each would be a good fit for your brand and the target market.

- Select the online influencer you feel is the strongest, explain why. Decide which of the influencer's content platform(s) you would like to use. Provide 2 examples of sponsored posts that the influencer could produce for the brand. Mock the examples into the influencer platform(s). How does this content align with the objective, brand and target market?



WHATS AN ONLINE INFLUENCER?

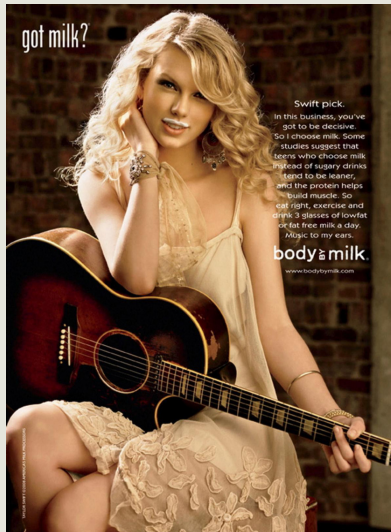
Social media influencers are the key to helping boost the Starbucks Brand as one of the best coffee brands in the market. Social influencers are individuals who act as credible sources for a wide reach of audience and are often used to help market or advocate for a particular brand, cause, lifestyle, or product. Branching away from traditional forms of advertising is key to staying relevant and attracting the attention of more consumers in this digital world.

Using an influencer is an effective strategy in the sense that it can provide both normative and comparative influencing on a specific target market. When using a normative influencer, consumers are able to relate and understand them, given that they are from similar reference groups. This aspect of similarity with both the influencer and the consumer helps in persuading the consumer to engage in some call to action; whether it be purchasing a product, donating to a cause, or even spreading awareness about an issue.

On the other hand, it can also be effective to use a comparative influencer, such as a celebrity or someone with great recognition. In using this tactic, the consumer becomes influenced not necessarily by their relation or similarities to the influencer, but because of the way they view the influencer as someone they aspire to be like. Using consumer's aspirations motivates a call to action because consumers begin to reflect on their current life status and compare it to the lifestyles of those they follow. Thus, they are inclined to take action to ensure they achieve a similar way of being like the person they admire.

This can be showcased in a variety of different advertisements across various brands, however some examples of other brands similar to Starbucks using influencers for their products include:

EXAMPLES



Got Milk Ad featuring Taylor Swift



Dunkin Donuts Social Post featuring Geno Auriemma



McDonald's print ad showcasing their value of families



iHop commercial featuring minions from Despicable Me

Given that these advertisements use a mixture of reference groups in promotional content for their brands, let's examine three candidates that would be great online influencers of the Starbucks brand. First, would be popular YouTube Personality Connor Franta; Instagrammer and Lifestyle Blogger Didier Young; as well as Menswear and Lifestyle YouTuber and Blogger Drew Scott. These three individuals cater to the millennial generation, a similar target that the Starbucks brand does as well. Some of their metrics and accomplishments can be found on the next page.




CONNOR FRANTA
YOUTUBER

AGE 25 Years Old
NICHÉ Youtube Personality
PASSIONS Art, Comedy, Photography, Books, Food, Fashion
NOTABLES Author of 2 books "A Work in Progress", "Note to Self", CEO of Common Culture, Former member of O2L Youtube Channel

 5.5 M Followers
 5.2 M Followers
 9.91 M Followers



AGE Late 20's
NICHÉ Food and Lifestyle
PASSIONS Coffee, Lifestyle, Fashion, Travel, Blogging, Photography
NOTABLES Lives in Toronto, Canada

 28.2 K Followers
 184 Followers
 26 Followers



DIDIER YOUNG
PHOTOGRAPHER/BLOGGER

AGE 22 Years Old
NICHÉ Menswear and Lifestyle
PASSIONS Fashion, Menswear, DIY, Home Decor, Crafts
NOTABLES FIDM Graduate, Fashion Week Vlogger/ Blogger, Travels across the world for work

 363 K Followers
 110 K Followers
 5.1 K Followers



DREW SCOTT
FASHION AND DIY BLOGGER

INTRODUCING CONNOR FRANTA



Of the three candidates, the online influencer that would be best suited for the Starbucks brand would be Connor Franta. Connor had embodied more of the characteristics, motivations, and desires of the persona that was developed; he will be able to relate to coffee consumers in a way that is genuine, and relatable given his lifestyle. Based off of the persona data, consumers indicated, they like to try new things and occasionally go out of their comfort zone - a feat that Connor could help motivate them to do. He travels often and is frequently involved in various projects and collaborations either involved in fashion, photography or charity. Connor does not limit himself to engaging in one specific field, making him have the ability to appeal to a broad range of consumers.

Another factor that makes him one of the strongest candidates is that of the three, he has the most followers on social media. He can be able to generate a stronger reach as well as online engagement, in comparison to Drew or Didier. In addition, Connor is also the CEO of Common Culture; a lifestyle and coffee brand that also sells trendy clothing and music. His knowledge of running his own clothing line and business showcases his creativity and his ability to understand the wants and desires of the target market.



SPONSORED SOCIAL CONTENT



NEW PRODUCT REVIEW VIDEO

The two platforms that Connor primarily broadcasts from is YouTube and Instagram, so it would be best to develop sponsored content that would take the form of some kind of informative video.

One example of a sponsored post could be a video review of a new flavor that we put out - similar to past frappuccinos such as the Unicorn, Frankenstein and Crystal Ball Frappuccino. Having his thoughts and opinions on a fun and edgy new product that we put out will be able to influence consumers into trying the product for themselves. Consumers typically like these new out-of-the-box frappuccinos. Typically these unique flavors are only offered for a limited time and at participating Starbucks locations, so having a popular influencer talk about them helps to reinforce the idea that consumers should participate in joining this time-limited experience.





INSTAGRAM STORY RECIPE GUIDE

Another example of sponsored content that could be developed would be a DIY tutorial on how to make a specific coffee or frappuccino recipe at home, using Starbucks products. In the past, Connor has posted cooking DIY videos on his Instagram using the Stories feature. If we could use this method of broadcasting the Starbucks brand on his channel, by providing him with materials to make our coffee at home, he could help to increase sales of these materials. This method would also help to provide insight on how some of our products are be made, and could also be utilized to provide nutritional information about our beverages.

As part of Starbucks objective, they try to focus on inspiring both their employees and their customers. By having Connor participate in these sponsored posts, he is helping to bring fun back into the hectic and tiring lives consumers say they have.