



# Starbucks Case Study

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ARTS 224 (002)

# Market Research

## Jonesboro, Georgia Starbucks Overview

### BACKGROUND

Starbucks was founded in 1971 in Seattle, WA, along Pike Place Market. The name was inspired by the story of "Moby Dick" and the store specialized in selling coffee beans, tea, and spices. Soon after in 1983, a man by the name of Howard Shultz joined the company and introduced warmth and creativity to the brand by ditching the color brown and switching to green, which was inspired by the coffeehouses he had experienced on his journey to Italy. The company eventually expanded nationwide to cities like Chicago, Washington D.C., and New York; and globally throughout Europe and Asia, serving coffee to millions of customers worldwide.

The Jonesboro, Georgia, Starbucks community store opened on July 12th, 2019. This location is just one of the thirteen other community stores that Starbucks has opened across various areas of the country since 2015. Within this program, the coffee shop aims to support underprivileged areas of the nation by creating local jobs, working with minority-owned businesses, and creating opportunities for connection within the community.

### MISSION

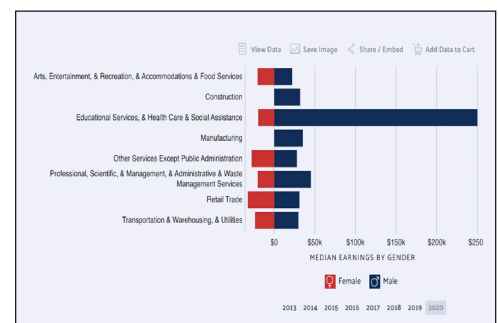
Starbucks believes in working with its partners, customers, suppliers, and neighbors to "create positive change" in the areas it serves. The company pushes for sustainability within its products, strengthening communities, and creating opportunities for those in need. Their mission is to "inspire and nurture the human spirit, one person, one cup, and one neighborhood at a time."

The Jonesboro, Georgia, Starbucks community store aims to "celebrate community, creating a warm and welcoming environment for customers as well as providing a space for programs by local non-profits and community organizations."

### DEMOGRAPHICS

The Jonesboro, Georgia, population is made up of a total of 5,430 people. Of the three major ethnic groups within this city, 56.8% of the population is African American, 18.4% are White (Hispanic), and 17.9% are Hispanic. Jonesboro has employed around 1,400 people within the last few years, the largest industries being retail trade, transportation and warehousing, as well as health care and social assistance. With that being said, the highest paying industries include the health care and social assistance field, making around \$250,001 per year; public administration making around \$60,750 per year; and education services making around \$40,741 per year. According to "Data USA," the median household income is \$29,375 in relation to 1,330 houses. 31.9% of the population lives below the poverty line, which is higher than the national average of 12.8%. The largest demographics in poverty are females between the ages of 55 to 64, 25 to 34, and 18 to 24. The most common racial or ethnic groups living below the poverty line are African Americans, White, and Hispanic people.

Median Earnings in Jonesboro, Georgia.  
Source: Data USA



# Market Research

*Jonesboro, Georgia Starbucks Overview*

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## COMPETITORS

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The two main brands in competition with the Starbucks corporation and their community stores, are Dunkin Donuts and the Fig Tree Cafe. Dunkin Donuts is one of Starbucks' main competitors and is one of "the world's leading baked goods and coffee chains". This corporation offers its customers a variety of donuts, flavored coffees, bagels, and other pasteries. The Fig Tree Cafe is a store located in Jonesboro, Georgia. This cafe also provides its customers with a variety of coffee and food options and according to their website, the store is known as "a place where diverse people can gather as one community".

## LOCAL UNIQUE SELLING POINTS

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The Jonesboro, Georgia, Starbucks community store has many unique selling points. The store has continued to live up to its mission of working with minority-owned businesses and artists by housing a collection of pieces from local, Tanzanian-Nigerian artist Marryam Moma. Her artwork reflects Atlanta's cultural heritage of human connection, empowerment, and beauty. More jobs are also being created through hiring partners (employees) from the local area. These partners help to support the economic development of the city and build strong connections within the community. Employees are also able to take advantage of the company's health care plan, the Starbucks College Advancement Plan, and invest in stock. This community store has also provided a dedicated space for local non-profit collaborators, such as the United Way of Greater Atlanta, to organize wrap-around services for young children in the area.

## LOCAL STRENGTHS + WEAKNESSES

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The Jonesboro location's major strength is that Starbucks is such a popular, recognizable company. Because of this, the store will attract a loyal customer base and be able to make substantial profits. It will also provide a number of new jobs to citizens within the area and become a base for organizations to collaborate and create opportunities that can help strengthen the community. The store's main weakness is its lack of a presence on social media. The cafe is not heavily active on platforms such as Instagram or Facebook, making it difficult to advertise certain events that may take place in the store or the specials on the menu, which decreases the number of potential customers that might be interested in visiting Starbucks for these reasons.

## CORPORATE STRENGTHS + WEAKNESSES

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Starbucks' main strength is that its brand is of high quality. The products that they serve their customers are fresh, each store provides a welcoming and clean environment for the customer, and they are also consistent between franchises. Therefore, profit margins are larger because people are willing to pay more for this standard. With this in mind, however, Starbucks' prices are high compared to some of its competitors. While it's justified due to the reasons listed above, it may be hard to reach "price-sensitive customers" or "compete with other players that offer lower prices," resulting in the loss of business.

**"The store has continued to live up to its mission of working with minority-owned businesses and artists by housing a collection of pieces from local, Tanzanian-Nigerian artist Marryam Moma."**

# Market Research

Visual Audit: Starbucks



## GOALS

Starbucks' main goal is to keep its designs clean and visually appealing while representing the core elements of the brand. This corporation focuses greatly on how the customer's experience can be elevated with the use of creative expression. This is achieved by utilizing a spectrum of functional elements (information-based organization) and incorporating more expressive and creative trends (bright colors and illustrations) to keep the customer engaged while making it easy for them to interact with the products.

## MESSAGE

The first advertisement presents a simple look that utilizes the concept of product photography and seasonal colors combined with the classic Starbucks green. This image highlights the different holiday drinks that appear on the menu during the wintertime in a clean yet expressive way. It is easily identifiable with the season due to the festive illustrations on the cups. The second advertisement highlights one drink on the Starbucks menu, the Cloud Macchiato. It presents the ingredients of the drink to the consumer in a transparent way so they are able to understand what they are ordering. The third advertisement is more on the creative side. Utilizing brighter colors, it highlights a drink that is popular during the summertime and presents the customer with its name and the form that it comes in.



## CONCEPTS

Starbucks' main concepts of design can be categorized by its logo, color, voice, typography, and photography. The logo, a Siren, is the most recognizable part of the Starbucks brand, along with its wordmark. It is preferred to use the Siren logo on its own to allow for flexibility in presentation. The main colors associated with the Starbucks brand are a variety of greens since they are inviting and are inspired by the company's aspirations for a more sustainable future. The brand's main colors include Starbucks green, accent green, light green, house green, black, warm neutral, cool neutral, and white. The expressive colors are saved for special occasions or seasons like summer and fall, which incorporate pinks, yellows, and vibrant oranges.



For the voice of the brand, Starbucks emphasizes keeping things simple and utilizing both a functional and expressive approach. The functional approach is organized and clear and anticipates the audience's needs. The expressive approach is where the "brand personality shines." It is used on popular products in order to present them in an interesting way. For typography, Starbucks only uses three typefaces; Sodo Sans, Lander, and Pike. The corporation also utilizes product and editorial photography. Editorial photography is often used for partner stories, brand stories, and social media, whereas product photography focuses on capturing different products in a clean, sophisticated way.

# Market Research

*Visual Audit: Starbucks*

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## CRITIQUE OF OVERALL DESIGN, CONCEPT, AND EFFECTIVENESS

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Overall each Starbucks advertisement effectively utilizes its design concepts to present its information and products in a clean, creative, and aesthetically pleasing way. Each advertisement specifically uses product photography, color, typography, and illustration within each design to allow the product being promoted to stand out and capture the customer's attention.

For instance, in the first advertisement, while there is no information on the poster, customers are still able to understand that holiday drinks are being promoted through the bright red and classic Starbucks green background that is often associated with the holiday season. It was also beneficial that the products stood alone in a row since it helped to show off the illustrations on the seasonal holiday cups that Starbucks is most famous for.

The second advertisement utilized this design concept appropriately as well. By focusing on just one product from the menu and introducing a dark green background, the lighter tones in the drink were able to stand out and draw the customer's attention to the product, allowing it to take center stage in the design. The way the ingredients and arrows were organized, also demonstrated to the consumer in a clear and simple way what was in the drink they were purchasing, allowing for transparency and clear communication to take place between the brand and its consumer.

The third advertisement took a more creative and expressive approach to communicating their summer products. The concepts that were mainly used throughout the design were vibrant colors, illustrations, and the manipulation of typography. By utilizing a color palette of vibrant pinks and purples, the advertisement is able to stand out and become more visually appealing. The manipulation of the information on the advertisement also provides a the product with a title so that customers are able to visualize what the drink will look like while subconsciously sparking their creative interest.

**CLEAN.  
CREATIVE.  
AESTHETIC.**

# Market Research

Visual Audit: Local Competitors (Dunkin Donuts)



## GOALS

Dunkin Donut's main goal is to focus on being the "desired place for great coffee beverages and delicious complimentary doughnuts and bakery products to enjoy with family and friends."

With its priorities solely on the quality of its products and customers, Dunkin Donuts is constantly re-designing itself, keeping up with the trends that appear in the food industry, and changing out the menu and what they offer the public in order to stay relevant and appeal to the ever-changing desires of their consumers.

## MESSAGE

The first advertisement presents a fun and vibrant look capturing the upcoming promotional event on National Donut Day, emphasizing how customers get a free donut with any Dunkin drink on June 4th. This poster incorporates bright colors and creativity in its typography by changing the font to resemble a donut in order to make the design visually interesting and engaging.

The second advertisement also uses bright colors, play on words in the slogan, and photography to highlight new pastries and coffee drinks for the fall season. The third advertisement incorporates photography and vibrant colors yet again to highlight Dunkin's holiday drinks and new packaging for the wintertime.

## CONCEPTS

Dunkin Donuts represents a variety of different concepts found throughout their brand and in their advertisements and designs. This includes product photography, slogans, vibrant color palettes, and rounded typography. Compared to Starbucks, the concepts are used in a way to always make Dunkin's advertisements fun, engaging, and energetic as opposed to clean, fresh, and simple.

The designs come across as a lot more playful, animated, and sometimes overwhelming or tacky due to the vibrant colors and very little white space. Not only that but there is little to no variation between the different promotional advertisements when looking at the brand as a whole. Many of the posters found beside this description demonstrate that.

Dunkin focuses their advertisements on showcasing a variety of different products all at once, not just one of the same product over and over again. They utilize rounded, bubbly fonts and engaging slogans throughout their posters in order to spark customer interest and keep people talking about the advertisement long after it is viewed.





# Market Research

*Visual Audit: Local Competitors (Dunkin Donuts)*

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## CRITIQUE OF OVERALL DESIGN, CONCEPT, AND EFFECTIVENESS

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Overall the Dunkin Donuts advertisements are wildly different compared to Starbucks. However, it still effectively utilizes the main components of design in order to present its information and products in an energetic, fun, bright, and playful way. Each advertisement specifically uses product photography, vibrant color palettes, bubbly/ rounded typography, and slogans within each design to allow the product being promoted to stand out and capture the customer's attention.

For instance, in the first advertisement, many vibrant colors, such as bright blue, pink, and white, are utilized to evoke a feeling of playfulness and excitement. The color palettes, however, seem to overwhelm the viewer's eye and take away from the product itself, which should be the main focus of the advertisement. On the contrary, the manipulated typography, which resembled different types of donuts was a creative way to incorporate the theme of the advertisement while still clearly communicating the information and the event being promoted.

Throughout the second advertisement, compared to Starbucks, Dunkin Donuts highlights a variety of products like pastries and drinks correlated with the season being promoted, not just solely focusing on one specific product. This allows the customer to visualize what is being offered during that season and what they may be interested in purchasing when the time comes. The rhyme in the slogan also communicates a playful and fun aesthetic to the customer and helps keep them talking about the advertisement whilst sparking their creative interest.

Lastly, the third advertisement utilizes product photography and an appropriate color palette consisting of pink and white to highlight and promote their new packaging for the holiday season and indicate a transition into the upcoming season.

**FUN.  
BRIGHT.  
PLAYFUL.**

# Market Research

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# Project Brief

*Starbucks Promotional Holiday Advertisement*

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## COMPANY OVERVIEW

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The Jonesboro, Georgia, Starbucks community store opened on July 12th, 2019. It is one of the thirteen community stores Starbucks has opened across the country since 2015. The store aims to support underprivileged areas of the country by creating local jobs, working with minority-owned businesses, and creating opportunities for connection within the community.

## GOALS OF THE PROJECT

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With out employees being from Jonesboro, they know and have relationships with the community. We want to continue to build upon that by ensuring that our community, both customers and employees feel loved and supported all year long but especially during the holidays. For this reason, we want to develop a holiday promotional poster for our local Starbucks in Jonesboro, Georgia.

## TARGET AUDIENCE

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The target audience for this Starbucks holiday advertisement is the female population between the ages of 18-64 struggling economically and who fall below the poverty line in the Jonesboro, GA, community.

## COMPETITORS

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The main companies that are in competition with the local Jonesboro Starbucks is Dunkin Donuts, The Fig Tree Cafe, and McDonalds.

## PROJECT BUDGET, TIMELINE AND SCHEDULE

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The budget for this project consists of \$1,000. The deadline aimed for this promotional advertisement is a month and a half before the holiday begins in March.

**LOCAL JOBS.  
CONNECTIONS.  
OPPORTUNITIES.**

# Project Proposal

Starbucks Promotional Holiday Advertisement

## PURPOSE AND HOLIDAY

The holiday chosen for this promotional advertisement is International Women’s Day which takes place each year on March 8th. This holiday will specifically cater to one of the larger demographics, females between the ages of 18-64, struggling below poverty in the local Jonesboro, Georgia, community. The purpose of this advertisement is to provide a way to assist women who may be struggling to provide for themselves or their families and make them feel seen, supported, and special.

## CONCEPTS

The first concept that I came up with for this promotional advertisement was to have a buy one give one sale, where members of the community could come in, get a drink, and receive one to give out to women in the local area on that day. Another concept would be to initiate a discount or make beverages free for women in the Jonesboro area that day.

The second concept that I came up with for this advertisement was to have a promotional sale for either a beverage or food item, where a percentage of the profits made that day would partner with and be donated to a local charity in order to provide women in the area with the necessities that they may be lacking such as health/ period products, clothes, meals, and water.

The third concept that I came up with for this holiday was to have a promotional sale on one or two beverages in the store, where a percentage of the profits made that day would be donated to a local women’s homeless shelter, “House of Dawn”, to help get women off the streets and provide them an opportunity to get their lives back on track.

As far as the design goes for this advertisement, I am interested in pursuing the third concept which focuses on providing monetary donations to the women’s shelter, “House of Dawn”, in the local Jonesboro community. While this is a simple concept, I believe that it directly benefits and supports low-income households and specifically women in the community in a fun and tasteful way.

## TONE, MESSAGE AND STYLE

The tone of this advertisement should be supportive and empathetic towards women who are struggling economically. The message is to spread poverty awareness and provide aid to women in need throughout the local community. For this Starbucks promotion, I would like to maintain the aesthetic and style that the brand is known for, utilizing numerous Starbucks marketing and design tactics while incorporating lighter pastel colors for a more feminine look.

Starbucks Advertisement  
Source: StarbucksCoffee on Twitter



Dunkin' Donuts Advertisement  
Source: Dunkin' Facebook



# Project Proposal

Starbucks Promotional Holiday Advertisement Mood Board

## MOOD BOARD



# Project Proposal

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- <https://twitter.com/starbucks/status/1176541417570652160>

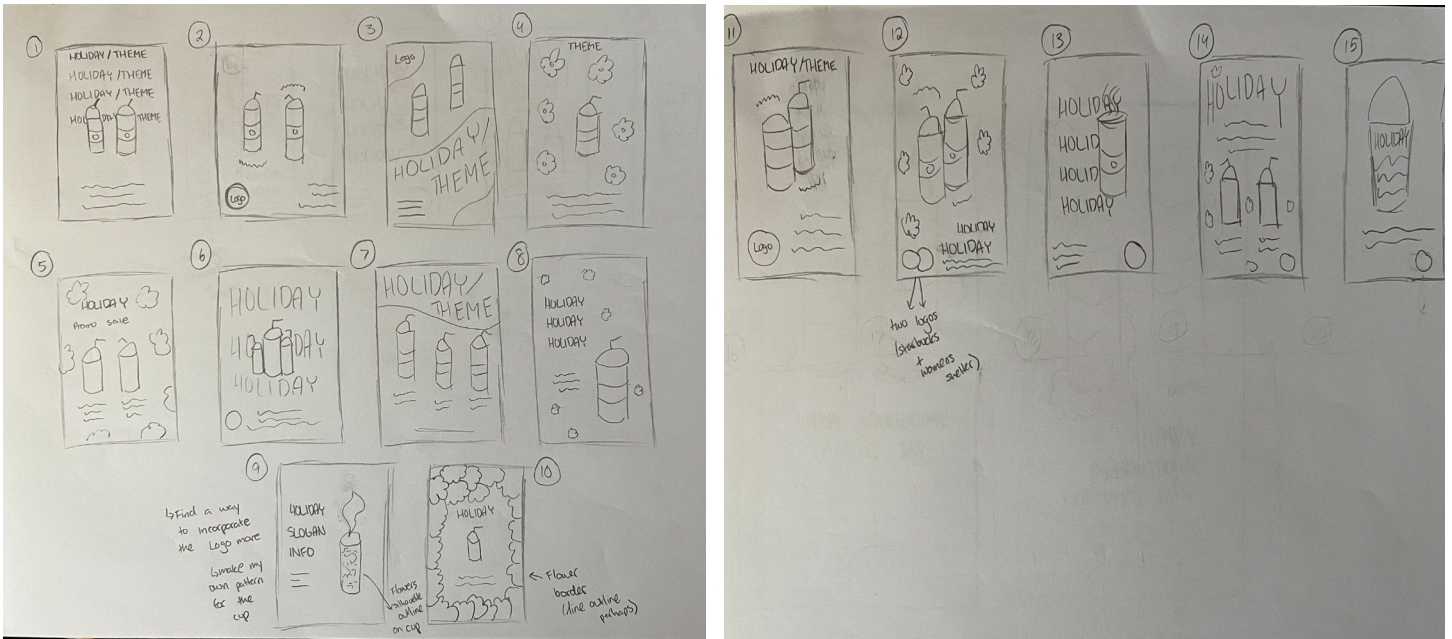


# Final Solution

## Thumbnails and Roughs

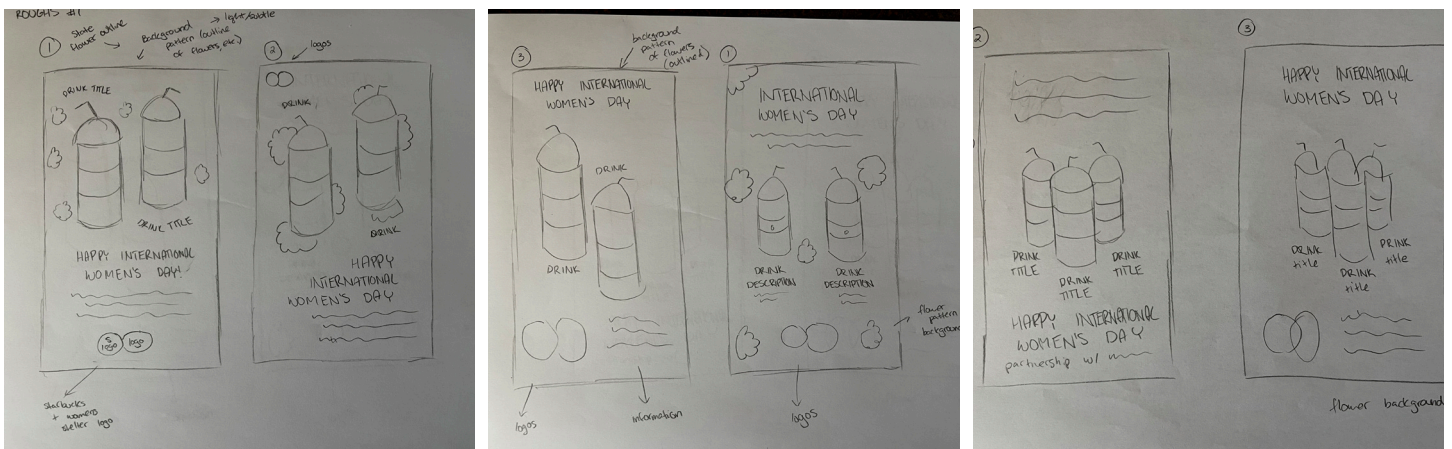
### THUMBNAILS

I drew out 15 initial sketches and concepts for the design of this advertisement. I mainly focused on highlighting the drinks that would be promoted during the holiday, including floral backgrounds, and showcasing the Starbucks logo and the logo for the women's shelter to whom the profits were being donated.



### ROUGHS

From my initial sketches, I focused on rearranging the information in concepts five and twelve. Going with concept five, I played around with alignment and continued to center my design around the drinks being promoted during the holiday, incorporating illustrations of the Georgia state flower into my background and highlighting the logos of the two companies.



# Final Solution

Comps, Final Solution, and Mock-up

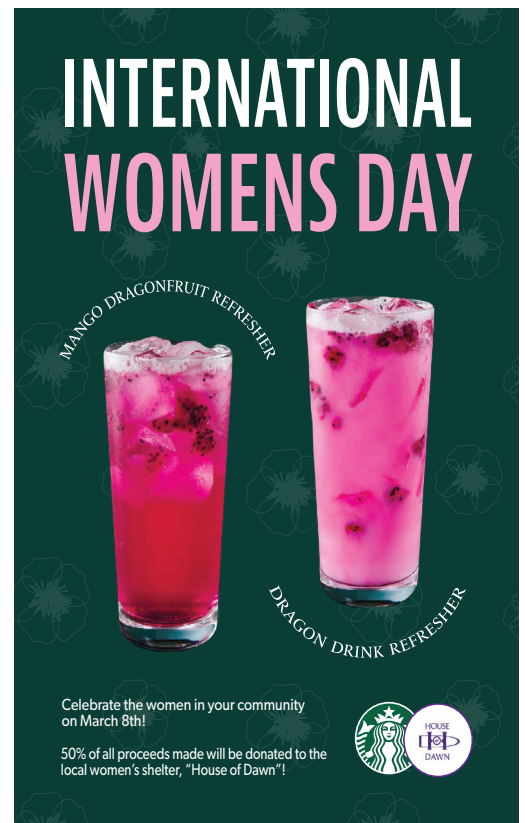
## COMPS

Transitioning to the computer, each of my designs highlighted the same drinks, information and logos. I used bold fonts and went with a dark green background to maintain the feel of the Starbucks brand. I also changed the color of the holiday's title to a light pink and incorporated lined illustrations of the Georgia state flower on the poster to emphasize a more feminine and sophisticated look.



## FINAL SOLUTION AND MOCK-UP

Keeping the colors, fonts and illustrations consistent with the comps, for the final advertisement design, I placed the holiday title at the top of the poster, allowing the drinks to stand out and become the viewer's main focal point. I also rearranged and aligned the event information so that it was towards the bottom of the page, next to the logos to allow for more organization and visual appeal to take place.



# Final Solution

*Bibliography*

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