

Starbucks Process Book

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Arts 224-002

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Market Research

Local

Starbucks: Jonesboro, Georgia

Address: 6564 Tara Blvd, Jonesboro, GA 30236

Founded: 2019 as part of the Starbucks Corporate Community Initiative

Mission:

- To create jobs and give economic support for underserved areas
- Partner with minority owned businesses and artists for supplies and sellable decor

Target Demographics:

- Young Adults (Ages 18-28)
- Middle Ages Adults (Ages 35-50)
- Minority Groups (Primarily Black and Hispanic)
- Lower Middle class and Poverty bracket
- Primary internet

Local Competition:

- Dunkin Donuts
- Drip-Thru Coffee
- Queen Bee
- Fig Tree Cafe

Unique Selling Points:

- Differing prices than other Starbucks
- Created 28 new jobs in the area
- Creates community connections

SWOT Analysis

Local

Strength

- Name associated with a national brand
- Economically affordable
- Job Creation
- Community Relations

Weaknesses

- Name associated with a national brand
- Location

Opportunities

- Expand mission to other stores
- Expand community relations
- Create more jobs

Threats

- Dunkin Donuts
- Drip-Thru Coffee
- Queen Bee
- Fig Tree Cafe
- Local Coffee Shops

Market Research

Corporate

Address: 2401 Utah Ave S. Seattle, WA

Founded: 1971 in Seattle Washington

Mission:

- Ensure the future of coffee for all
- Create meaningful connections
- Build a bridge to a better future

Target Demographics:

- Technologically proficient
- Coffee and craft drink lovers
- Ages 16-60
- Upper Middle Class

Unique Selling Points:

- The Barista Promise
- Free internet connections
- Creative drinks for every occasion

Competition:

- Dunkin Donuts
- La Colombe
- Caribou Coffee
- Peet's Coffee

SWOT Analysis

Corporate

Strengths

- National Brand
- Significant Outreach
- Sustainable Coffee Program
- Easily Recognizable

Weaknesses

- Expensive
- Controversial
- Easily Recognizable

Opportunities

- Create more affordable drinks
- Increase Community Outreach
- Stay more neutral in politically motivated issues

Threats

- Dunkin Donuts
- La Colombe Coffee
- Peete's Coffee
- National Coffee Brands

Visual Audit

Corporate



Main Objective:

Show off popular frappuccino flavors

Critique:

All one color

Little Contrast

Visual Audit

Corporate



Main Objective:

Attract Younger Generations

Reinforce the brand colors

Critique:

Plain Design

Must understand Spanish or that venti is 20

Visual Audit

Corporate



Main Objective:

Create awareness of seasonal drinks

Critique:

All one color

Little Contrast

Needs more brand awereness

Visual Audit

Competition



Main Objective:

Get people to buy Dunkin as it imcreases productivity

Critique:

Very one color

Little contrast

Visual Audit

Competition



Main Objective:

Let people know that coffee is an anytime drink

Critique:

The lettering could be a different color

Needs more contrast

Visual Audit

Competition



Main Objective:

Showcase La Colombe Coffee

Critique:

Very little to do with coffee

Seems more like a relaxation ad

Very obscure

Project Brief

Company Overview

The Jonesboro, GA Starbucks is part of the Community Store initiative to support local community and economic development

Competitor Information

Dunkin, McDonalds, Dollar Cafe, Waffle House

Goals of Project

With our 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, GA.

Target Audience

The Jonesboro, GA Starbucks is part of the Community Store initiative to support the local community and economic development.

Budget

\$500

Timeline/Schedule

Deadline: 1.5 months before the holiday

Project Proposal

Purpose

The purpose of this campaign is to increase awareness in the Jonesboro community as well as increase revenue. This is going to

Target Audience

Families with children ages 6 and up

Concepts

There are three concepts that I am considering. The three are an interactive coffee walkthrough, a easter egg hunt, or a pup cup event. The decided event was

Tone

The tone I am setting with this ad is one of adventure and fun for the whole family.

Holiday

The holidays that I have thought of are National Coffee Day, National Pet Day, and Easter. The final decided concept is National Coffee Day.

Style

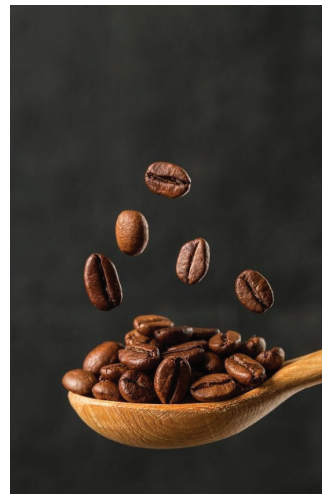
I decided on a drawn style instead a picture style as I felt this would be bring a more approachable feel.

Ads and Mood Board

Recent Holiday Ad



Mood Board

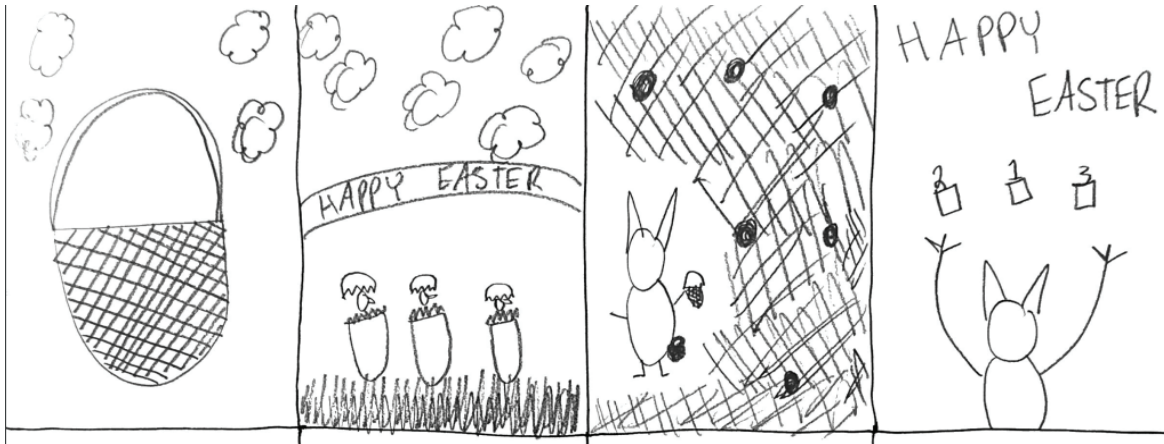


Thumbnails



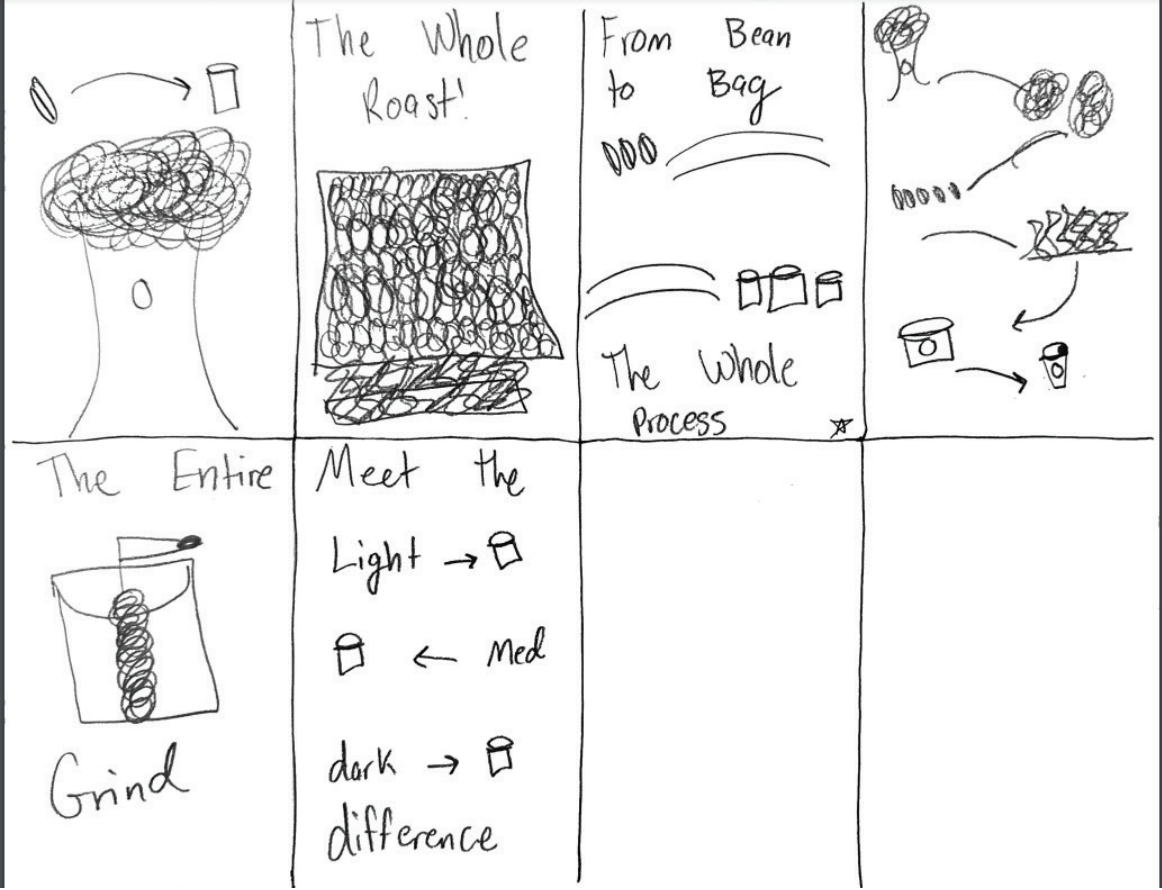
This concept is for National
Pet Day

Thumbnails



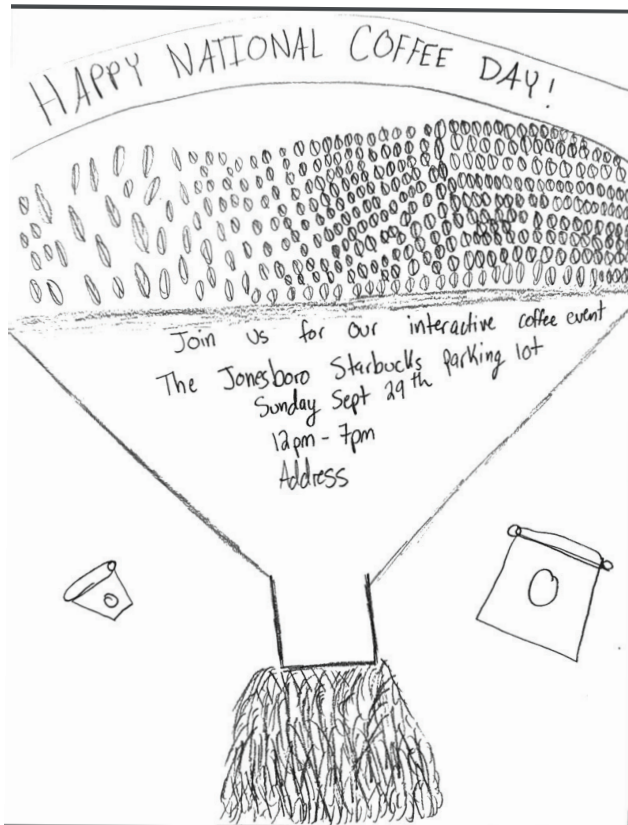
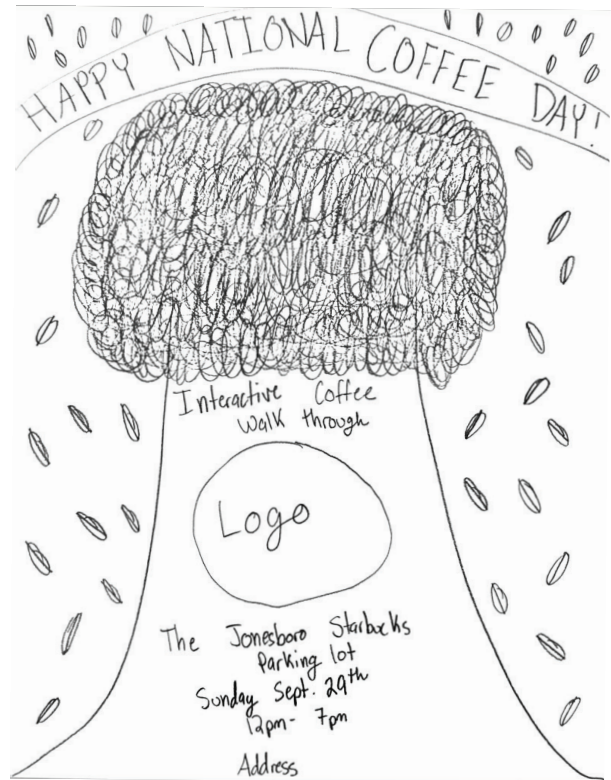
This concept was for an
Easter egg hunt

Thumbnails



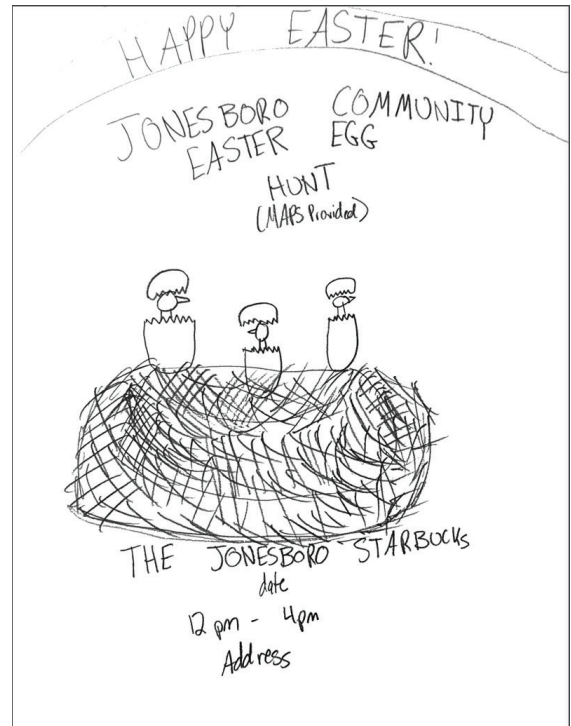
This is for my interactive coffee walk-through as a family event. I feel this is this is the most effective way to get my message across.

Rough Sketches



This concept is a for an interactive walkthrough coffee event on National Coffee Day. I have a coffee grinder, a coffee tree, and the complete coffee process.

Rough Sketches



This was my second concept that I created sketches for. An Easter egg hunt was an idea that I decided not to move forward with.

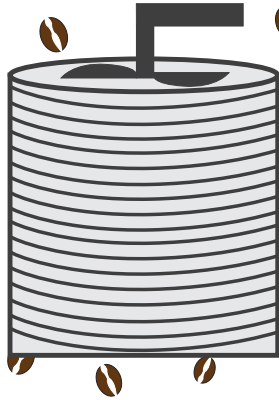
Refined Sketches

Happy National Coffee Day



Join us for our bean to bag coffee event

The Jonesboro Starbucks Parking lot
Sunday Sept. 29th
12pm-7pm
6564 Tara Blvd, Jonesboro, GA 30236



Happy National Coffee Day



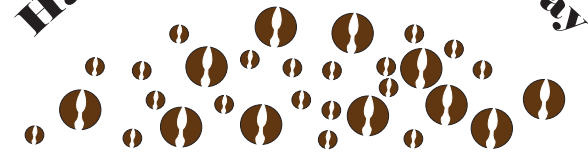
Come see where coffee comes from!

Join us at our interactive coffee walkthrough

The Jonesboro Starbucks Parking lot
Sunday Sept 29th
12pm-7pm
6564 Tara Blvd, Jonesboro, GA 30236



Happy National Coffee Day



Join us for our interactive bean to bag coffee event!

The Jonesboro Starbucks parkign lot
Sunday Sept 29th
12pm-7pm
6564 Tara Blvd, Jonesboro, GA 30236



The coffee walkthrough is the idea that I moved forward with for Starbucks. The interactive nature of the event will be fun for the family as well!

Final Product



**Happy National
Coffee Day**

**Join us at our interactive
coffee walkthrough**

**The Jonesboro Starbucks Parking lot
Sunday Sept 29th
12pm-7pm
6564 Tara Blvd, Jonesboro, GA 30236**



Work Cited

- 1) “Our Mission - Starbucks Stories.” Starbucks Stories and News, Starbucks , 2024, stories.starbucks.com/mission/.
- 2) Passikoff, Robert. “Starbucks Revives the Unique Selling Proposition.” Forbes, Forbes Magazine, 16 Apr. 2014, www.forbes.com/sites/robertpassikoff/2014/04/16/starbucks-revives-the-unique-selling-proposition/?sh=70d0d5da7609.
- 3) “Starbucks Opens Community Store in Jonesboro, GA..” Starbucks Stories and News, Starbucks , 11 July 2019, stories.starbucks.com/press/2019/starbucks-opens-community-store-in-jonesboro-ga/.
- 4) “Welcome to Jonesboro, Ga., Home of Newest Starbucks Community Store.” Starbucks Stories and News, Starbucks , 12 July 2019, stories.starbucks.com/stories/2019/welcome-to-jonesboro-ga-home-of-newest-starbucks-community-store/.