

Starbucks “Your Coffee, Your Way”

Starbucks Coffee Grounds

Spring 2023

Created by: **PRIME TIME**

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The Starbucks “Your Coffee, Your Way” Campaign

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captivating and engaging
advertisements across multiple
medias, *making anytime Prime Time.*

Executive Summary

Starbucks coffee is a well known brand name for coffee, best known for its in-store experience. Recently, the coffee market has started turning to at-home coffee in an effort to save more money. Starbucks is attempting to join this change, however, the Starbucks brand is perceived as expensive without taking into account the price of their coffee grounds.

To attract coffee drinkers who earn \$25,000-\$49,999 annually, Prime Time developed a seven month long advertising campaign to raise awareness of the affordable prices Starbucks offers for their coffee grounds. This campaign includes a bi-weekly radio advertisement, strategically placed social media advertisements (on TikTok and Facebook), and five advertisements in the hit TV show “Young Sheldon.”

The campaign, “Your Coffee, Your Way,” through the previously stated platforms within this seven month period, hopes to reach multiple demographics within this income range. Truly hoping to show that at-home Starbucks coffee can be obtained by most households, no matter their income.

Brand Analysis - Starbucks

Product Attributes

Ground Coffees

- **Different Roasts:** Starbucks Blonde Roast, Medium Roast, Dark Roast, Flavor Coffees(only ground), Decaf Coffee
- **Origins:** Latin America(Blonde Roast) Africa, Asia Pacific(Dark Roast)
- **Packaging:**
 - Pack color: Regular(Deep green) Decaf (Light Green)
 - Roast Designation: this tells you where the coffee falls on our roast spectrum.
 - Format icon: Ground or Whole bean
 - Roast Color Band: Blonde(yellow), Medium (brown), Dark (purple)
 - Tasting Notes
- **Price:** \$9.99(12oz), \$19.99(28oz)



Brand Analysis - Starbucks

Communication Style

Starbucks brand personality is artistic, youthful, welcoming, trendy, and active. Starbucks is always keeping up with trends on social media, such as participating in making a popular TikTok. They sell at-home coffee and use Instagram to share recipes and highlight what people can do at home with their ground coffee.

Their mission is “to inspire and nurture the human spirit-one person, one cup, and one neighborhood at a time.” (Starbucks Stories & News, 2023)

Their advertising appeals are emotional, transformational, as well as feel-good. Their most recent advertising was called “A little Kindness.”

Ispot.tv 2023



Instagram 2023

Brand Analysis - Starbucks

Media Spending

Over the past 12 month Starbucks has spent the most money advertising ‘*Starbucks Spring Day Blend: Ground Coffee*’ on Magazines.

Activity Occurring 12/01/2021 to 12/31/2022

Product	Total	Int-Display	Local Radio	Magazines
Starbucks K-Cup Pacs & Starbucks Spring Day Blend Ground Coffee: Combo	\$ 341,600	\$0	\$0	\$341,600
Starbucks Spring Day Blend: Ground Coffee	\$ 1,308,280	\$0	\$0	\$ 1,308,280
Starbucks: Ground Coffee	\$1,252	\$1,252	\$0	\$0
Starbucks Caffe Verona: Ground Coffee	\$ 924	\$ 924	\$0	\$0
Starbucks Fall Blend: Ground Coffee	\$ 796	\$796	\$0	\$0
Starbucks Peppermint Mocha: Ground Coffee	\$62	\$0	\$62	\$0
Total	\$1,652,913	\$2,971	\$62	\$1,649,880

(Advertising Insights, 2023)

Brand Analysis - Starbucks

Brand News

“Starbucks & Doordash are expanding their partnership with delivery service launching in Northern Carolina, Texas, Georgia, Florida.” (Starbucks Stories & News, 2023) they expect nationwide availability in all 50 states by March 2023.

Laxman Narasimhan to be new CEO of Starbucks in April 1, 2023. (Business Source Complete, 2023) Howard Schultz was ask to return as Interim CEO back in 2022, now Laxman Narasimhan is to take his place, “he will lead the biggest coffee chain despite never run a retail or restaurant business.”



Customer Analysis - Starbucks

Starbucks Coffee Grounds

Based on the Data given by MRI Simmons Database the typical consumer of Starbucks Coffee grounds products are white females typically from the age of 24-34. They would have with an average household income from \$150,000-\$249,000 income range. Typically they live in the pacific region of the United States with a high probability of living in urban ecosystems.

Gender	% Vertical	BDI	CDI	Age	% Vertical	BDI	CDI
Male	46.8%	97	99	18-24	11.9%	106	97
Female	53.2%	103	101	25-34	21.1%	121	98
Race	% Vertical	BDI	CDI	35-44	17.6%	107	93
Asian	8.8%	149	87	45-54	18.8%	116	100
Black/AA	8.6%	70	67	55-64	15.8%	94	105
White	73.1%	101	107	65+	14.7%	68	105
Hispanic Origin	15.5%	91	94	Region	% Vertical	BDI	CDI
Income	% Vertical	BDI	CDI	Northeast	18.5%	92	106
< \$25,000	8.7%	71	84	East Central	10.9%	82	97
\$25,000-\$49,999	10.7%	64	93	West Central	14.8%	89	103
\$50,000-\$74,999	13.1%	86	98	South	27.9%	82	95
\$75,000-\$99,999	13%	103	104	Pacific	27.9%	156	102
\$100,000-\$149,999	20.7%	108	104	Urban Density	% Vertical	BDI	CDI
\$150,000-\$249,999	23.2%	150	109	A (urban)	45.9%	109	99
\$250,000-\$499,999	9.8%	127	107	B (suburban)	30.8%	103	101
\$500,000+	0.8%	89	136	C (rural)	12%	82	104
				D (highly rural)	11.2%	86	95

Customer Analysis - Starbucks

Psychographics & Media Category Usage



Outdoor:
Moderately High



TV:
Moderately light



Internet :
High



Radio:
Moderate



Media Usage: A extremely large portion of Starbucks consumers are social media users (98.9%) compared to reading magazines (58.6%) and Newspapers (36.3%). However, Social media users and Magazine readers have a 10% higher chance of consuming Starbucks ground coffee than newspaper readers who are 6% likely to consumer Starbucks coffee grounds

Psychographics: According to MRI Simmons Database (2023) a large portion of the Starbucks consumers enjoy quick and easy use products like the keurig pods and majority of these consumers typically have 2+ cups of coffee a day. These customers also tend to try and live a very healthy lifestyle whether that's eating healthy, working out, or being active. Lastly these consumer spend a great deal of time using social media to connect with other people, find news, or for entertainment purposes.

Brand Analysis – Dunkin’

Product Attributes

Ground Coffees

- **Known as a “Classic” for coffee ground lovers**
- **Roasts:** Original Blend, Midnight Dark Roast, 100% Columbian, Decaf, Extra Dark Roast, and other specialty flavors
 - Seasonal Limited-Time Flavors
- **Only Ground Coffee Available**
- **Product Sizes:** 11-12 oz Bag, 18-20 oz Bag, 30 oz Canister
- **Packaging Color & Design:** Orange with a wall of “D”s
- **Availability:** sold in most grocery stores
- **Pricing:** \$7.96 (12 oz), \$13.92 (20 oz), \$18.97 (30 oz)



Photo from DunkinAtHome.com

Brand Analysis – Dunkin’

Communication Style

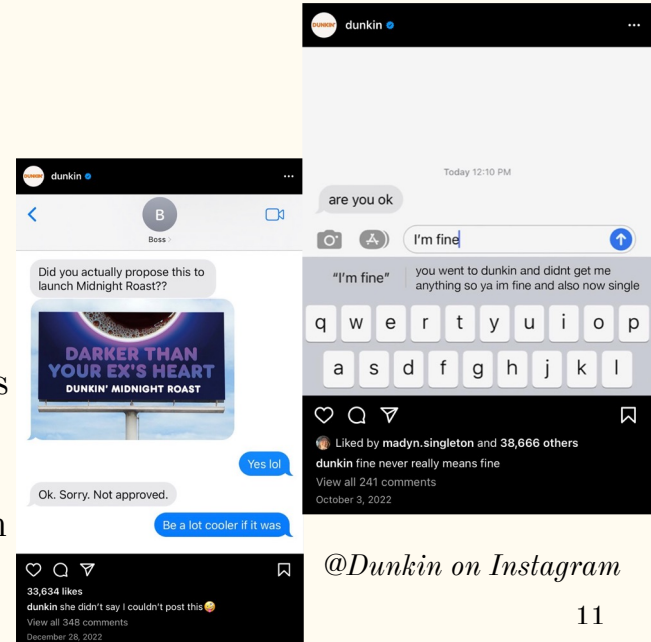
Previous Brand Logo



In September 2018, it was announced that Brand Name “Dunkin’ Donuts” would be replaced with “Dunkin’.” This was done as an Informative Advertising Appeal to the other products they have than the donuts, they want to be perceived as more than a donut shop.

“Dunkin’ US Chief Marketing Officer, Tony Weisman said: ‘By simplifying and modernising our name, while still paying homage to our heritage, we have an opportunity to create and incredible new energy for Dunkin’, both in and outside our stores.’” (MarketLine, 2018)

Dunkin’s brand personality is trendy, youthful, and comedic. Many taglines and posts on the Dunkin’ Instagram reach to Gen Z and Millennials. As this market and personality is very similar to that of Starbucks, this creates high competition between the two. The exchanging of text messages back and forth, adds humor to the post. This relates well to trends and content that Gen Z enjoys; therefore, it resonates with them.



@Dunkin on Instagram

Brand Analysis – Dunkin’

Media Spending

Activity Occurring 3/1/2002 to 2/8/2023

Product	TV	Radio	Digital	Total
Midnight Coffee	\$0	\$463,000	\$17,000	\$480,000
Dark Roast Coffee	\$0	\$3,300	\$2,100	\$5,400
Ground Coffee & K-Cup Pacs	\$741,000	\$0	\$0	\$741,000
Original Blend Coffee	\$0	\$0	\$51	\$51
Ground Coffee	\$167,000	\$0	\$0	\$167,000
Holiday Blend Coffee	\$0	\$166,000	\$0	\$166,000
Winter Blend Coffee	\$0	\$1,300	\$8,900	\$10,200

(Advertising Insights, 2023)

As seen by the data, in the past 12 months Dunkin’ has focused its Media Spending on Ground Coffee & K-Cup Pacs. This is due to the increasing popularity of the K-Cups and on-the-go coffee solutions. To avoid diluting their ground coffee sales, grounds and K-cups were promoted together.

Surprisingly, Dunkin’ spends the most on TV and radio rather than Digital. Perhaps this could be changed.

Brand Analysis – Dunkin’

Brand News

Photo from FoodandWine.com

“Dunkin’ has partnered with Frankford Candy to introduce new chocolate candies inspired by fan-favorite Dunkin’ beverages and donuts, according to a press release.

The Dunkin’ Box O’ Chocolates, along with two new Hot Chocolate bomb varieties — Dunkaccino and Spicy — are beginning to roll out this month and will be available for a limited time at retailers nationwide, as well as online at Amazon and Frankford Candy’s website.” (Business Source Complete, 2023)

“Dunkin’ wanted to bring consumers something new for the holiday time. This was a success and will be brought back again during the holiday season.”



Photo from news.dunkindonuts.com

“Under the old perks program, customers could earn five points for every dollar they spent, and 200 points (or \$40) was enough to earn a free drink of your choice. Under the new rewards program, however, that \$40 will only get you a cup of tea. To earn enough points for a free cup of coffee you’d have to spend \$50, but that’s not including lattes and cold brew. You have to spend \$70 to get a free “crafted” drink, which includes an espresso, a cold brew, or a refresher. And it’s \$90 for a “premium” drink, like Dunkin’s signature latte. Some customers aren’t happy about it.” (Business Source Complete, 2023)

The DD Perks rewards program is preferred by some because of how quickly points racked up to a free drink of choice. Many consumers posted their complaints to social media.

Customer Analysis – Dunkin’

Demographics

Gender	% Vertical	BDI	CDI	Age	% Vertical	BDI	CDI
Male	47.1%	97	99	18-24	11.7 %	104	97
Female	52.9%	102	101	25-34	17.4%	99	98
Race	% Vertical	BDI	CDI	35-44	16.5%	100	93
Asian	4.8 %	82	87	45-54	18.9%	117	100
Black/AA	9 %	74	67	55-64	18.5%	110	105
White	78.3%	108	107	65+	16.9 %	78	10599
Hispanic Origin	% Vertical	BDI	CDI	Region	% Vertical	BDI	CDI
Income	13.4 %	79	94	Northeast	30.5%	84	97
< \$25,000	8.3 %	67	84	East Central	9.6%	150	106
\$25,000-\$49,999	12.8 %	77	93	West Central	17.6%	72	102
\$50,000-\$74,999	15.2 %	99	98	South	27.7%	83	95
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\$250,000-\$499,999	10.8%	140	107	B (suburban)	30.3%	101	101
\$500,000+	1.1%	121	136	C (rural)	12.6 %	86	104
				D (highly rural)	12.2%	93	95

According to the MRI Simmons Database, the typical consumer of Dunkin’s coffee grounds products are white females, ranging from ages 45-54. Additionally, the average consumer has a household income of \$150, 000-\$249,999. It is also likely that they live in the Northeast region of the United States, specifically an urban setting

Customer Analysis – Dunkin’

Psychographics & Media Category Usage

Psychographics:

According to MRI Simmons data, Dunkin has a wide range of a variety of consumers. Consumers heavily rely on technology. Whether is be broadcasted media, the internet for research, social media to keep in touch, or even different platforms to get informed about products before purchasing. They enjoy adventures, doing fun activities and making new memories. While they try to make the most of life and live to the fullest, they are also cautious. They ensure they do some research before making any decision, and fully think things out. They are also conscious about health and things they can do to live a healthier lifestyle.

Media Usage:

Based on the data collected from the MRI Simmons Database (2023), social media is the primary platform used by Dunkin’ consumers (87.6%). Not as often, but they also incorporate the usage of magazines (48.7%) and newspapers (35.6%).



Internet:
High

TV:
High

Radio:
Moderate

Outdoor advertising:
High

Consumer level of exposure for various advertising platforms

Industry Analysis

Consumer Trends

In grocery stores, most decisions that consumers make are completed in mere seconds, where as decisions about coffee can take over a minute. (Passport, 2023)

Companies who operate coffee shops and sell retail grounds have found that the “third place” model is becoming less popular. (Passport, 2023)

In a 2016 survey, homemade coffee has become more popular leading to an increase in sales of coffee grounds. (Puro, G., 2016)

Data from 2015 shows that flavors mocha, vanilla, caramel and chocolate are the most popular. Consumers also enjoy seasonal coffees that are only present for a limited time. (Puro, G., 2016)

A small but growing number of consumers wanted to know where the beans came from and how they got to their cup. This trend continues, and is likely to become stronger as new technologies such as blockchain enhance the traceability of coffee. (Passport, 2023)



Industry Analysis

Regulatory Trends



Coffee is primarily imported from Columbia and Venezuela, both of which have good trade relations with the US.

Supply chain issues in 2020 and 2021 encouraged many American companies to buy coffee from Latin American countries, as opposed to pacific Asia and Africa.

As coffee is considered by the FDA to be a food, Starbucks and all other retail distributors of ground coffee or coffee beans are required to disclose health and ingredient information. (FDA, 2022)

Industry Analysis

Supplier/Distributor Trends

For supermarket suppliers, coffee ground purchases seem to be moving towards pod packaging rather than traditional cans. This has led to a shift in the available coffee on shelves.

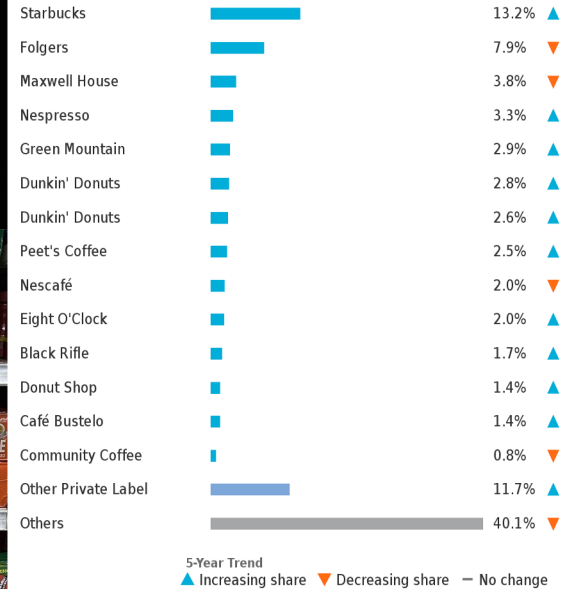
(MarketResearch.com, 2016)

As for online options for coffee, companies have been slow to shift to an online format.

(MarketResearch.com, 2016)



Brand Shares of Coffee in USA
% Share (LBN) - Retail Value RSP - 2022

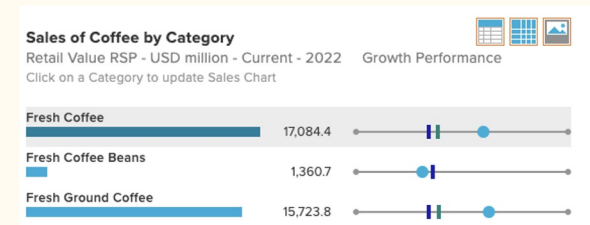
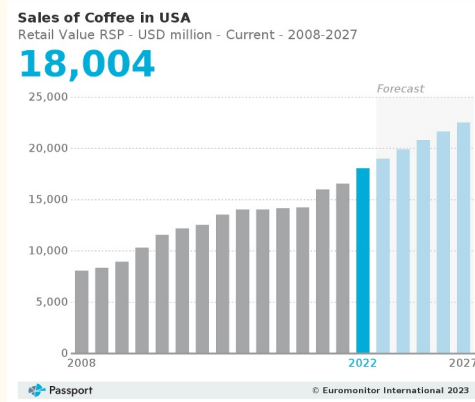
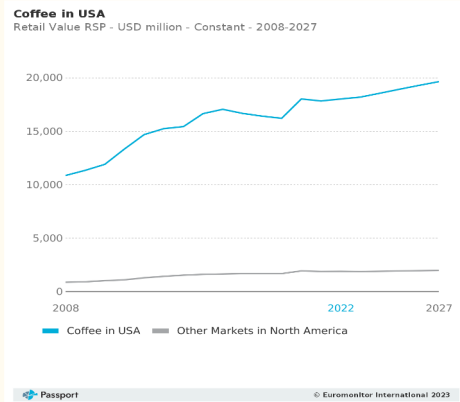


Industry Analysis

Market Size

Fresh Coffee Retail Market: \$17 million industry in 2022

- Starbucks is the industry leader in retail ground coffee controlling 13.2 percent of retail value



Insight: Most consumers prefer coffee grounds to coffee beans.

Insight: While overall consumption growth has been slow in the United States, the demand for Coffee is projected to rise steadily over the next few years.

Problem & Opportunity Assessment

Problem:

Consumers often perceive Starbucks as an expensive Brand.

Opportunities:

1. Coffee consumers are unaware that they can purchase starbucks coffee grounds, which are the same quality beans as in store, but for a significantly lower price.
2. Americans are willing to pay more for products they perceive as exclusive or high quality.



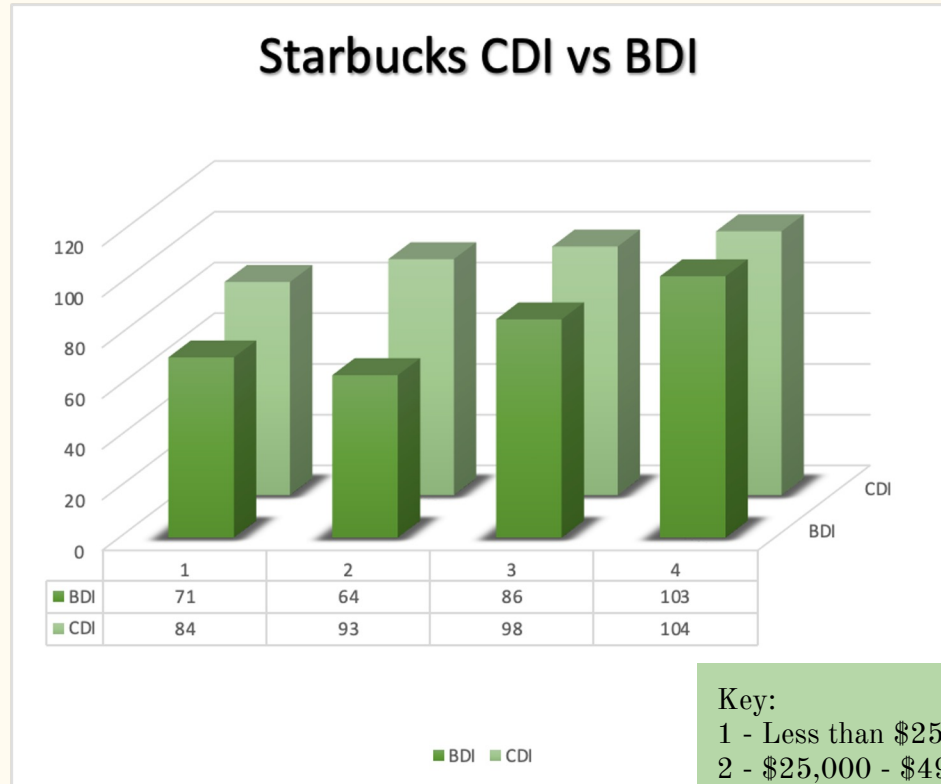
SWOT Analysis

<p><u>Strengths:</u></p> <ul style="list-style-type: none">● Brand recognition● Customer loyalty● Wide range of quality products● Females● \$100,000+ income● 25-34 age range● Pacific/ West coast region● Urban● Large market share● Flavor Variety - Seasonal● Authentic Coffee Beans● Trend followers● Consistency	<p><u>Weakness:</u></p> <ul style="list-style-type: none">● Price● Rural land● Income less than \$49,000● Major dependence on coffee product● Limited options for dietary restrictions● Less customization options than in-store
<p><u>Opportunity:</u></p> <ul style="list-style-type: none">● Expand to new markets● Healthy lifestyles● Least of media budget is spent on internet displays	<p><u>Threats:</u></p> <ul style="list-style-type: none">● Competition from other brands● Price● Highly Competitive market● Emergence of other caffeine consumption methods (Matcha)

Marketing Strategy

Segmentation Method

We segmented our customers for the Starbucks coffee ground campaign based upon their income. From the data pulled from MRI Simons, it showed the income range from \$25,000-\$49,999 as potential target market due to Starbucks as a brand being more expensive than other brands.



Data from MRI Simmons Database

Key:

- 1 - Less than \$25,000
- 2 - \$25,000 - \$49,999
- 3 - \$50,000 - \$74,999
- 4 - \$75,000 - \$99,999

Target Market Selection

Target Market Selection: Coffee drinkers who make \$25,000-\$49,999 annually

Regarding BDI for Starbucks, coffee drinkers who earn \$25,000-\$49,999 annually have the lowest BDI (64) compared to the highest BDI (150) from those who earn \$150,000-\$249,000 annually. Although they have the lowest BDI, we see potential for growth from their CDI of 93 for coffee grounds.

Based on MRI Simmon Insights (2023), this income group is further explained for targeting purposes:

Demographics:

- Income: \$25,000 - \$49,999
- White, Black/AA, Latino and **Asian Americans**
- High school graduate or some college education level

Media Habits:

- Heavy users of internet and social media
- Low consumption of newspapers and magazines

Psychographics:

- Willing to pay extra for high quality products
- Price-sensitive
- Value authenticity and quality
- Value status and self-image

Value Proposition

Functional:

Starbucks coffee beans are convenient and delicious. They offer a variety of store favorite options: french roast, caramel lattes, Columbia Roast, Pike Palace, and vanilla lattes (The Commons Cafe, 2022) all ready to be brewed in minutes.

Starbucks coffee beans are full of antioxidants and infused with natural flavoring. (Starbucks, 2023)

Present consumers with the true value of their coffee ground purchase. A 28oz. bag of coffee grounds can make 14, 12 oz., cups of coffee, which is the size of a tall (12 oz.) cup of coffee in store. In total the bag of coffee costs \$19.99 compared to 14 cups from the store costing \$37.10, saving customers \$17.10 by purchasing the coffee grounds and making it at home. (Starbucks, 2023)

Emotional:

Starbucks coffee drinkers feel efficient with the time and money they save by making coffee from home. (NCAUSA, 2023)

Nutrition & More

INGREDIENTS

100% *arabica* coffee, natural flavors

Made with natural flavors for premium quality and taste, cup after cup.

Photo from athome.starbucks.com

Self-Expressive:

Consumers of Starbucks coffee grounds are viewed as inclusive and empowering. (Starbucks, 2022)

Consumers of Starbucks are viewed as people who value what kind of coffee they drink. (The Commons Cafe, 2023)



Positioning

Competitive Positioning:

As the coffee ground market has many competitors with few differentiating qualities between them, Starbucks can set itself apart as the highest quality, best tasting coffee sold in retail. There is a price-quality relationship, and since Starbucks is perceived as a high quality brand, Starbucks grounds are slightly more expensive than some competitors. By purchasing Starbucks grounds, anybody can enjoy the rich taste of Starbucks coffee right in the comfort of their home.



Positioning Statement:

Starbucks ground coffee offers consumers who make \$25,000 to \$49,999 year with the premium, consistent taste of Starbucks coffee in their own homes. Starbucks' ground blends provide a superior taste and quality that any coffee drinker can appreciate.



Marketing Objective

Increase number of Starbucks
ground coffee consumers
with an annual income of \$25,000
to \$49,999 by 8% from 41,082 to
45,000 between August 1, 2023
and March 31, 2024.



Consumers in the \$25,000 to
\$49,999 income range have a BDI of
only 64, while their CDI is a 93.
Clearly, people in this income bracket
are clearly buying coffee grounds, but
not from Starbucks.

Integrated Marketing Communications (IMC)

The Big Idea

Consumers drink Starbucks because of our high quality ingredients and rich taste. Our customers can now enjoy that same premium coffee wherever they want, whenever they want, for only \$1.42 a cup.

Here at Starbucks, we believe you deserve to indulge in the taste of luxury coffee. Starbucks grounds give you a way to take that experience with you. Whether its a morning cup of coffee on the ride in to work, or a quick mid-afternoon pick me up, every cup of coffee deserves to be enjoyed. Get the most out of your coffee, drink Starbucks.

Your coffee, your way.



Budget & Media Strategy

In our campaign we want to make more people aware of Starbucks coffee grounds. We noticed that Starbucks only advertises coffee grounds through magazines.

For this campaign we want to change up some of the advertising and advertise through Network TV, Radio and Social Media. We are using the Object and Task method to create our budget, we research what media our target market are using the most. For our budget we plan to use around the same amount Starbucks used last year which was 1.6 M.

Our campaign's timeline is scheduled to be 7 months long, utilizing the flighting method for Network TV and Radio, and the continuous method for Social Media, since social media is used mostly everyday by our target market.

	Budget	Impressions
Network TV		
Young Sheldon	\$804,980	36,000,000
Radio		
WZPL-FM	\$7,329.65	5,646,815
Social media		
Facebook	\$200,000	25,284,450
Tik Tok	\$200,000	45,662,100
Contingency	\$32,997.60	
Total	\$1,245,307.25	

(TV Series Finale, 2023; Wilson, 2023, Arbitron, 2023, SRSD, 2023)

Media Campaign Timeline

Starbucks

“Your Coffee, Your Way”

08/01/2023 - 03/31/2024

	August					September				October					November					December					January				February				March				Total	Total
Week	1	2	3	4	5	1	2	3	4	1	2	3	4	5	1	2	3	4	1	2	3	4	5	1	2	3	4	1	2	3	4	1	2	3	4	Budget	Impressions	
Network TV																																						
Young Sheldon																																					\$804,980	36,000,000
Radio																																						
WZPL-FM																																					\$7,329.65	5,646,815
Social Media (Posts)																																						
Facebook																																					\$0	35,000,000
Tik Tok																																					\$0	2,000,000
Social Media (Sponsored)																																						
Facebook																																					\$200,000	25,284,450
Tik Tok																																					\$200,000	45,662,100

Executorial Tactics

Network TV

We plan to place four ads throughout our 7 month campaign. Our advertisements play during the show of “Young Sheldon” on the following weeks – 3rd week of October, 2nd week of November, 2nd week of December, 1st week of January and 1st week of February.

To place a 30 second ad during “Young Sheldon” is only \$160,996, and we advertise 5 times which bring us at a total of \$804,980. That leaves us with close to \$1M to advertise on Social Media and Radio. “Young Sheldon” had 7.2 M viewers in the last season which could give us at least 28.8 M reaches during our campaign.

Radio

For our 7 month campaign, we plan to place biweekly advertisements starting on the 2nd week of August on WZPL-FM. This is in the mid-west area where we have a low involvement of consumers.

Our hope is to increase awareness in the area by placing advertisements that would inform the midwest of our affordable products.

These ads cost a total of \$7,329.65 to keep the biweekly schedule, which is ideal because it is an affordable way to keep a consistent advertising platform.

Online/Social Media

We plan to place weekly posts on both Facebook and TikTok through our social media page for free throughout our 7 month campaign. We also plan to place 5 sponsored posts for each social media platform throughout the 7 month campaign.

We plan to disperse our sponsored advertisements in the following ways: 3 advertisements in the beginning, and 2 at the end of our total campaign. Our goal is to reach our older audience through our Facebook campaigns and our younger audience through our Tik Tok campaigns.

With the CPM being \$7.19 for Facebook, and \$4.38 for TikTok, we would be paying a total of \$200,000 for each social media campaign. This would get us 25,284,450 impressions on Facebook and 45,662,100 impressions on TikTok.

Evaluation

Primary evaluation

To have a successful campaign we need to increase the number of Starbucks customers that range in the \$25,000-\$49,999 range. Customers that tend to fall within this range have the lowest BDI (64) and CDI (93) out of any other category. This represents a great opportunity for our team to target due to the fact this demographic of consumers have a fairly large interest in the coffee category. We want our customers to have the ability to have high quality coffee at their convenience at a fraction of the cost.

Secondary evaluation

During our 7 month campaign we use Network TV, social media, and radio to advertise for our coffee grounds selections. To ensure positive feedback from our advertisements, monitoring the viewers and ratings of the Young Sheldon series is paramount. Checking engagement such as the likes, reposts, and shares of our TikTok and Facebook posts is another way to ensure campaign success. General monitoring of our advertisements response from the public is essential to measuring how effective the campaign is. Equally as important, is monitoring the specific retail stores and our own Starbucks stores to see whether sales of our coffee grounds increase.

Contingency Plan

Social media has become one of the most important tools for companies to reach their customers, communicate with the public and promote their products and services; however, using social media also comes with significant business risk. The business risks of using social media include not being able to control messaging about the company, damage to the reputation of the company (negative reviews), improper disclosure of financial or other information affecting the stock or other value of the business, and the costs and distractions involved in managing and controlling social media use.

We plan on allocating 2% of our budget to monitor closely how well the social media (TikTok, Facebook) response is being interpreted. This budget is to be used to make new advertisements depending on the responses we see to our advertisements, as well as putting out surveys to better understand how our brand is being interpreted. With the insight we receive, adjustments throughout the campaign are to be made accordingly.



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