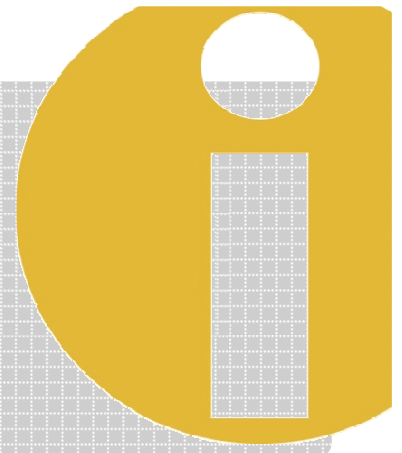


“STARBUCK’S  
SHATTERED THE SAME  
STORE SALES GOAL  
BY 29%”



## STARBUCKS USA

### OBJECTIVE :

Starbuck’s and Starcom decided to use outdoor advertising to boost their same store holiday gift sales and increase the awareness of the Holiday Angels Toy Drive, and remind consumers that the holidays are about giving.

### OUTCOME :

Starbuck’s shattered the same store sales goal by 29%, and will run the same successful program next year.



### BREAKDOWN :

The plan included shelters, bulletins, wall displays, bus wraps, bus kings, phone kiosks, mall kiosks, and Times Square displays. The creative consisted of teasers, gift ideas, charity promotions, and relaxation reminders. For the holiday gifts campaign, shelters, buses, phone kiosks, and walls displays were used with clean simple reminder messages. Some designs only had the Starbucks logo, and some designs included a picture of the product displayed as a holiday symbol. The Holiday Angels Toy Drive promoted donations using a gift wrapped bulletin teaser campaign. The bulletin was wrapped with holiday paper and a bow. The paper was torn off the bulletin revealing the inside of a box with the tagline “What if your holiday gift was no gift at all?” It reminded customers about the toy drive.



Source: Outdoor Advertising Association of America