

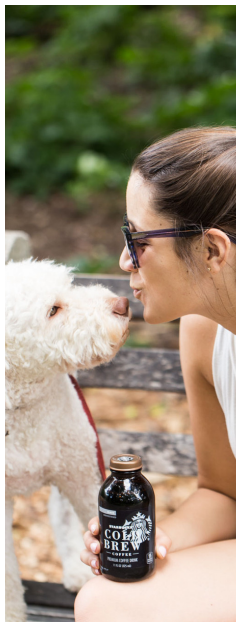


# STARBUCKS COLD BREW COFFEE

## *Influencer Marketing Campaign*

### CASE STUDY - JULY 2017

## 3 INFLUENCERS | ON-THE-GO EXPERIENCES WITH STARBUCKS COLD BREW COFFEE



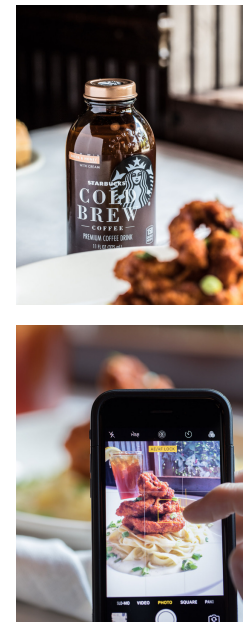
Simply Quinoa



Sophisticated Gourmet



Southern Fatty



### CAMPAIGN GOALS

Three On-the-Go Millennial Influencers from the Mediavine Network were selected to promote Starbucks Ready-to-Drink Cold Brew to their audiences. Influencers focused on how the product is a part of their daily routine, and perfect for their busy lifestyles. Influencers promoted the craft process of the product while discussing their own crafts - healthy recipe curation, travel, and food photography.

Starbucks encouraged influencers to demonstrate their personal style in the photography, and highlight how the product fits into their busy and balanced lifestyles.

### INFLUENCERS

Mediavine selected these 3 influencers for Starbucks based on the client's specific target to on-the-go millennials. Starbucks wished to target trend-forward millennials, aged 25-35.

Simply Quinoa, Sophisticated Gourmet, and Southern Fatty have curated a hip audience that loves being the first to try new things and who have come to trust the voice and opinions of these influencers.

### GOING LIVE

Influencers were asked to weave the story of Starbucks' craft brewing process into the story of their own craft.

Simply Quinoa told the story of how she ensures only top-quality ingredients are included in her recipes and paired the product with a healthy breakfast. Sophisticated Gourmet travels round-the-clock and relies on the product to keep him focused and productive. As a Food Photographer in Nashville, Southern Fatty shared his professional tips for capturing the perfect food photo in a restaurant using a smart phone.

### RESULTS

1.2 Million Total Reach.

Nearly 12K Page Views across 3 influencer websites.

Nearly 5K Instagram Likes across 3 influencer channels.

Over 605 Facebook Likes across 3 influencer channels.

Nearly 900 Pinterest Pins across 3 influencer channels.