

Starbucks "Via" Launch

STARBUCKS.COM

ALLENSTONE.COM

Executive Summary

In anticipation of launching their new "Via" product, Starbucks was looking for a creative strategy to help fuel the campaign, and gain massive exposure. By integrating a full stage partnership with musician Allen Stone, leveraging the power of entertainment during a Chicago rush hour was a huge success.



Results

- Professional Video
 - o View [HERE](#) password: **11starbucks11**
- Millions of impressions through (radio, print, and digital)
- Thousands of unique in person engagements, with Chicago's professional working class.
- Thousands of customers posting #stirthingsup to help capture the experience



Unique Experience Challenge

- How to tie coffee into an experiential entertainment marketing event
- Finding a location in Chicago during rush hour to setup a stage for live music
- Making sure the location provided heavy foot traffic during the duration of the event

Execution

- Developed Marketing Collateral (invites, ad spots, ad mats, tickets)
- Strategic Partnerships (radio, print, catering, grass roots & digital)
- One Day Event (Pioneer Square on Michigan Ave. in Gold Coast)
- Multiple Via sampling hot spots on site
- Artist fan base marketing
- Co-op advertising performances
- Via Moments Digital (social share wall featuring digital photos & testimonials from the attendees)
- Social Content Aggregation



CHALLENGE: Tweet a picture with your friends drinking VIA to #StirThingsUp



LIVING THE "VIA MOMENT"

