

**International Rollout and Manager Tactics**

*Presented by Montlake Consulting Group*

**Introduction**

Community development and change can only be achieved with the collaboration of passionate people who want to enrich their lives and the lives of those around them. That is why Starbucks has partnered with V2V to launch a new online community that will help facilitate this process.

Starbucks V2V is a social network with a purpose to get people to take action by collaborating around events that will enrich their communities. Not only is this tool valuable to the communities, in which Starbucks resides, it is also valuable to the development and success of Starbucks employees and partners as well. Starbucks V2V allows employees to participate in enriching activities and track their community service hours toward the Shared Planet goal of 1,000,000 hours in volunteer service.

In order to create long-term success and sustainability for Starbucks V2V, it is important to implement effective strategies for the international rollout. There some general rules, along with some that are regionally specific, that can be used to ensure that people know about Starbucks V2V and become involved in our communities. In addition to getting the word out to community members, it is essential to educate Starbucks employees about V2V and motivate them to take action.

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**Implementation Tactics**

***- Community Integration -***

Partner with organizations in the area

Establishing connections with local non-profit and environmental groups can provide a large initial user base along with a myriad of opportunities and events

Reach out to student s

In many international markets, high school and college students represent a large portion of total volunteers. Many schools also have community service requirements that students must complete. Starbucks V2V will be a very valuable tool for this group.

Gain celebrity awareness

***- Low-cost Marketing Strategies -***

Ads on in-store items

Placing advertisements on items such as cup sleeves or trays can serve as way to reach the eyes of many potential users. Including stories from V2V campaigns will help illustrate the effect on the community and the value one can gain from volunteering.

Paraphernalia such as buttons, shirts, aprons

These items are very low-cost and can spark interest in Starbucks V2V.

***- Employee Involvement -***

Volunteer of the week

Each week a store will select a community volunteer of the week. In order to do this, employees must engage customers and ask them questions about their recent volunteering. This will help create relationships with customers and give more incentive for employees to get involved. An “Employee Volunteer of the Week” could also be implemented to recognize Starbucks employees that have contributed to their community.

Regional V2V conferences

There will be regional conferences held to educate employees about V2V and motivate them to achieve the goal of 1,000,000 volunteer hours. The conference will also serve as a forum to exchange stories about community enrichment and ideas on how employees can better involve their customers with Starbucks V2V. Non-profit and environmental groups can also be invited to help establish local relationships with Starbucks employees.

**Key Regional Insights**

***- Asia Pacific -***

South Korea

* Creating a Starbucks V2V club on CyWorld social network will help boost the initial user base
* Schools require volunteer hours
* Advertising in online games will attract many users (74.1% play online games, it is the #1 leisure activity)
* Very technology driven, many Koreans use their mobile phones as the primary avenue to access internet

Japan

* Concern about privacy, rarely give out real names
* Mobile phones serve as the primary means of accessing the internet
* Localization is important to the Japanese. Volunteer communities will most likely be very localized and close-knit.

***- EMEA-***

Germany

* Government mandated service requirement for high school students

Spain

* Spaniards record heavy usage of MSN and MSN messenger. Using these as avenues for advertisement and user recruitment is essential

***- Latin America -***

Chile

* Look to partner with Un Techo para Chile and other volunteer organizations

***- Greater China –***

* Focus on college and university students as the primary target market



**How Managers Can Prepare?**

**Partnerships with Community**

Look to create relationships with local volunteer organizations, as well as students.

**Identify Target Market**

Set an initial target market and tailor the campaign to fit their needs. If targeting students, emphasize the use of V2V as a tool to find volunteer opportunities and track hours to fulfill school requirements. Keep in mind the differences in regional cultures and attitudes.

**Incentivize Campaigns**

Create opportunities for employees and community members to be recognized for their efforts. This will help motivate people in the community and Starbucks employees to keep doing good.

**Rollout Timeline**