

# CandyGram

App



**To:** Starbucks

**From:** Renzo, Elizabeth, Nandita,  
Allison and Mariana

# Who We Are



- Little Robin Creative
- We know and love your company!
- Our team has many talents
- A special gift for you

# Background & Context



- The “magic moment”: customer relations
- The “magic moment”: between customers
- Issue: Globalization
- Problem: Starbucks becoming “fast food”

# The Problem



- Your competition: Independent coffee shops
- Increase sales in an area filled with those
- Transforming a drink into an experience



## Share a joyful surprise

Give a friend a holiday drink, and include  
a secret message for them to discover

**NEW**  
**CANDY CANE**  
**WHITE MOCHA**

PEPPERMINT  
AND WHITE MOCHA  
GOODNESS


[Send your gift now](#)

Promotion runs until December 31, 2019.  
Good for one handcrafted beverage, such as a Candy Cane latte.

## The Solution

- Candygram app and Candy Cane White Mocha
- Send a secret message that will be printed on the receiver's cup
  - The holiday cup is your canvas
- As exciting as Christmas morning





## Greetings, Bob!


Share a joyful surprise this holiday  
by sending a friend a handcrafted  
Starbucks beverage with a secret message

Recipient's name

Secret message


0/250 characters

Make their holiday



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## Happy Holidays, Alyssa!

Bob sent you a **FREE**  
handcrafted Starbucks beverage -  
with a secret message just for you!



TO ALYSSA,  
HAPPY  
HOLIDAYS!  
FROM,  
BOB!

To unwrap this surprise, visit your nearest  
Starbucks location and show the barista this code



12344566778899

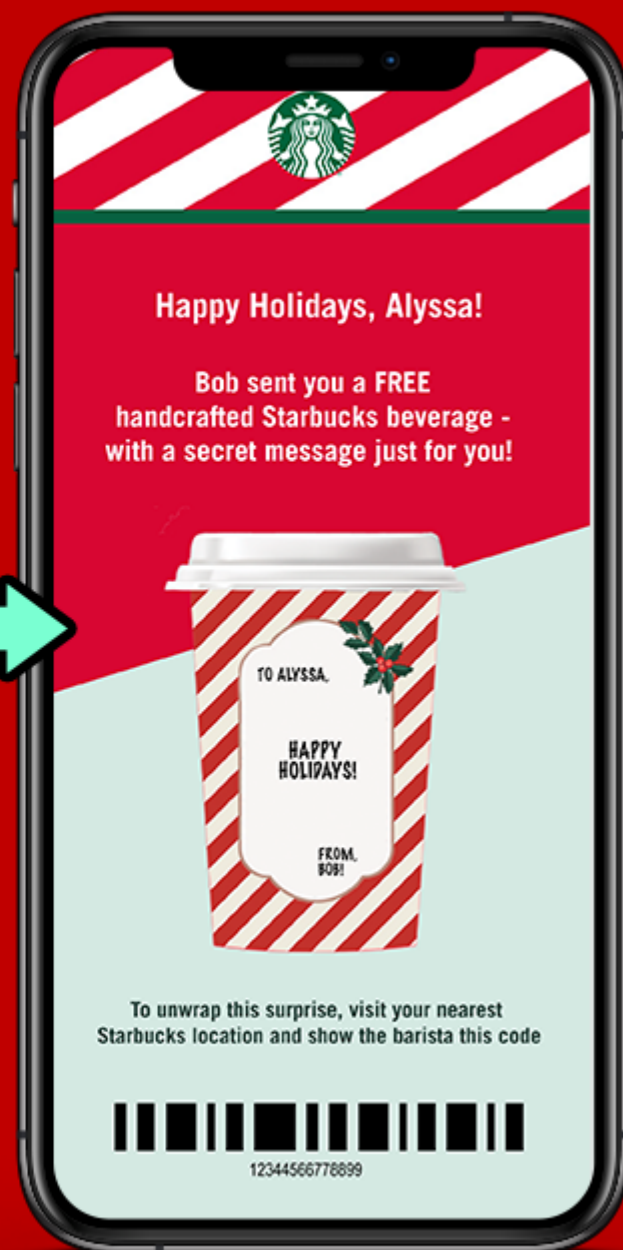
## MAIN SCREEN



## SENDER SCREEN



## RECEIVER SCREEN



# Development Process

**2 - 4 DAYS: DESIGN FINALIZATION**



**11 - 13 DAYS: CODING & DEVELOPMENT**



**4 - 5 DAYS: QA & TESTING**



**BUDGET: \$36849**





NEW CANDY CANE LATTE!



**Share a Joyful  
Surprise.**

*Send someone a Free  
Drink!*

PEPPERMINT AND WHITE-MOCHA  
GOODNESS!



## The Campaign

- Posters for subway stops & area stores
- Countdown teaser on store chalkboards
- Email blast to customers who have visited Danforth stores

# Why Our Solution?



- Easy to implement
- Budget is low
- Excitement, anticipation
- Self-propagating
- We know your business

# Conclusion



- We want this business!
- We want to deliver a holiday surprise
- Create a connection

*Thank you!*

