

STARBUCKS COFFEE

INTEGRATED SOCIAL MEDIA CAMPAIGN
PITCH DECK

By: MARIANA GODINEZ-ANDRACA, KENDALL HYMES AND KATHRYN REDDISH

CATALYST COMMUNICATIONS

MEET THE TEAM



KATHRYN REDDISH



KENDALL HYMES



MARIANA GODINEZ-
ANDARCA

CLEAN WATER, CLEAN COFFEE.

THE PROBLEM

- The water crisis facing many countries across Asia, Africa, South America, especially for the communities that grow coffee beans.
- High levels of coffee production leads to greater contamination in local water.
- World's leading coffee-producing communities grapple with high poverty rates. They bear the brunt of this water crisis.
- Climate change has worsened the problem by causing irregular precipitation



CLEAN WATER, CLEAN COFFEE.

THE PARTNERSHIP: STARBUCKS X WATER FOR PEOPLE

Water for People – A global nonprofit organization working to address the global water crisis and help equip communities across nine countries in Latin America, Asia, and Africa with access to clean water and sanitation services.

Since 1991, Water for People has reached close to **5 million people** with water services and just under **2 million people** with sanitation initiatives.



water for people
EVERYONE • FOREVER

CLEAN WATER, CLEAN COFFEE.

THE CAMPAIGN

One-month campaign called “Clean Water, Clean Coffee” in partnership with Water for People.

Campaign is designed to raise money and awareness for the water crisis and Water for the People.

Strategies:

- Educational ads and videos on social media and website
- Donations
- Sale of Limited Edition reusable Tumbler with water-themed design



CLEAN WATER, CLEAN COFFEE.

The Product

Launch: October 1, 2024



Details: Limited edition Starbucks tumbler along with a donation option provided to each customer. Price of each Tumbler \$29.99. All proceeds from the sales of the tumbler along with any donations made will be granted to Water for the People.

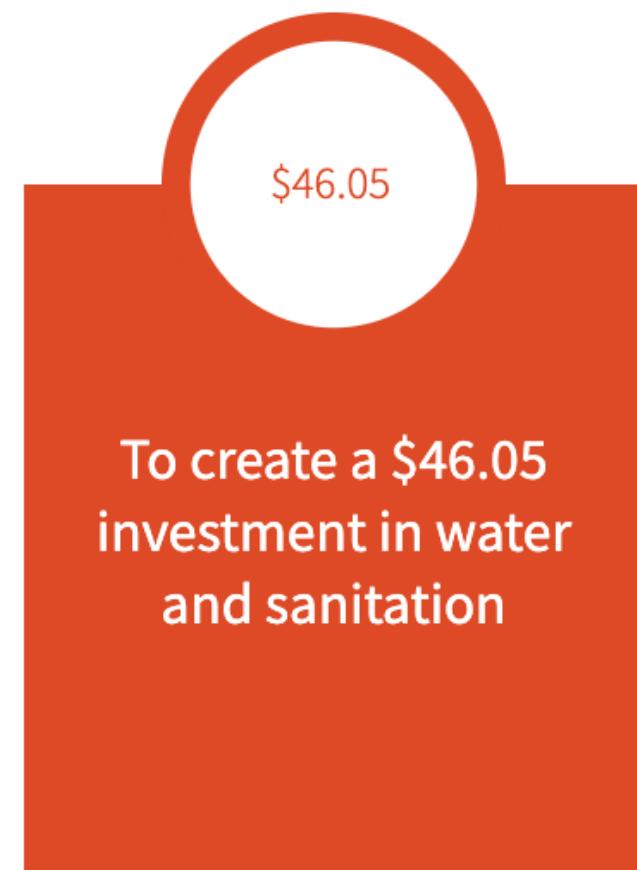
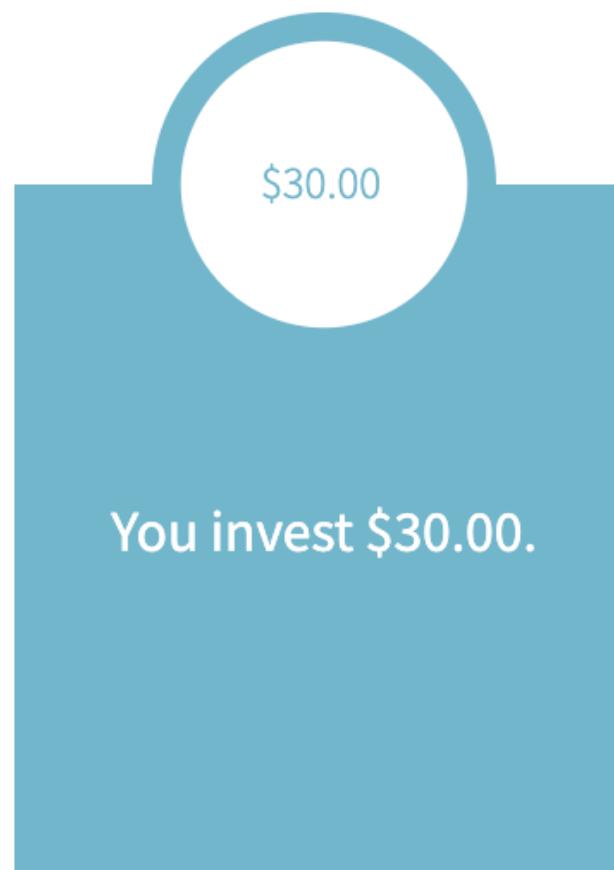
Restrictions: Limited to the United States.



CLEAN WATER, CLEAN COFFEE.

The Impact

Each tumbler is \$29.99, which equates to over \$322



AUDIENCE PERSONA

Amanda Walker

Age: 23 years old

Gender: Female

Location: Arlington, VA

Education: Bachelor's Degree

Occupation: Associate at a web development company

Marital Status: Single

Ethnicity: Caucasian

Income Level: \$71,000



- Passionate about the Environment and Sustainability
- Doesn't watch TV often, loves reading instead
- Job is many hours, relies on caffeine to get through the day
- Loyal Starbucks customer, member of their rewards program.

Media Preferences



The Washington Post

BBC NEWS

OBJECTIVES AND GOALS

S	<u>SPECIFIC</u> WHAT DO I WANT TO ACCOMPLISH?	<ul style="list-style-type: none">• Increase Awareness for the Water Crisis and Water for People• Raise Money
M	<u>MEASURABLE</u> HOW WILL I KNOW WHEN IT IS ACCOMPLISHED?	<ul style="list-style-type: none">• Money raised through sale of Tumbler• Donations made through direct links provided on Starbucks website and app
A	<u>ACHIEVABLE</u> HOW CAN THE GOAL BE ACCOMPLISHED?	<ul style="list-style-type: none">• Sale of Tumbler• Social Media and Billboard Advertisements• Starbucks App Incentives
R	<u>RELEVANT</u> DOES THIS SEEM WORTHWHILE?	<ul style="list-style-type: none">• Aligns with Starbucks CSR• Starbucks can mitigate potential risks associated with water scarcity and water-related conflicts where source products.
T	<u>TIME BOUND</u> WHEN CAN I ACCOMPLISH THIS GOAL?	<ul style="list-style-type: none">• Month of October: 1-31st

PESO TACTICS

Paid Tactics:

- I. Social Media Ads**
- II. Billboard Ads on Public Transportation**

Earned Tactics:

- I. Press Release**
- II. Influencer Marketing**

Shared Tactics:

- I. Social Media Mentions**
- II. Hashtags**

Owned Tactics:

- I. Campaign Video**
- II. Point Incentive through Starbucks App**

SOCIAL MEDIA ADS



POST 1- TEASER



POST 2- PARTNERSHIP ANNOUNCEMENT



BILLBOARD ADS



100% of Proceeds go to Water for the People.



2 Billion People Lack Access
to Clean Water.



For more: visit <https://starbucks/waterforthepeople.com>

PRESS RELEASE



FOR IMMEDIATE RELEASE

SEPTEMBER 25, 2024

STARBUCKS PARTNERS WITH WATER FOR PEOPLE IN "CLEAN WATER, CLEAN COFFEE" CAMPAIGN

**TO HELP PROVIDE AWARENESS AND RESOURCES TO THE WATER CRISIS FACING COMMUNITIES IN
SOUTH AMERICA, AFRICA, AND ASIA.**

Seattle, Washington – In honor of National Coffee Day on October 1st, Starbucks is launching a one-month campaign, "Clean Water, Clean Coffee" in collaboration with Water for People, a global nonprofit organization working to address the global water crisis and help equip communities across nine countries in Latin America, Asia, and Africa with access to clean water and sanitation services. The campaign is focused on providing awareness and financial support about the global water crisis. As a company who sources the majority of their coffee-beans from Latin America, Africa and Asia/Pacific, the campaign allows Starbucks to give back to its coffee-growing communities and demonstrate ethical social responsibility in the areas that they conduct business. The campaign consists of a limited-edition Starbucks Tumbler, crafted from eco-friendly materials and featuring a water-related design, along with a donation option provided to all customers. All profits generated from tumbler sales, as well as any additional contributions, will be donated to Water for People. This campaign will be live from October 1-31st, 2024, and is restricted to the United States.

"We are beyond thrilled to be launching this campaign with Water for People, as it allows us to give back to the communities that have given us so much. As a company driven by people and community, providing clean water access and hygiene products to water coffee-growing communities is of out-most value to us," states, Laxman Narasimhan, CEO of Starbucks.

Water For People is an international nonprofit dedicated to providing water, sanitation, and hygiene services to everyone. Founded on the belief that clean water is not just a basic human right but a catalyst for transforming communities, Water for People works closely with local governments, communities, and partners, to empower individuals and create lasting change. Started by Ken Miller, Wayne Weiss, and John B. "Jack" Mannion in 1991, Water for the People has provided over 4.6 million people with reliable water access and over 1.7 million people with sanitation initiatives.

Since its establishment in 1971, Starbucks Coffee Company has dedicated itself to the ethical sourcing and roasting of premium arabica coffee. With a commitment to inspiring and nurturing the human spirit, Starbucks offers a diverse range of high-quality coffees, handcrafted beverages, and artisanal food in more than 38,000 stores worldwide. Through its unwavering dedication to ethical sourcing, environmental sustainability, and community engagement, Starbucks has built a global brand known for its coffeehouse experience.

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CAMPAIGN VIDEO

CLEAN WATER, CLEAN COFFEE.

CAMPAIGN VIDEO STORY BOARD

FRAME 1



This October, Starbucks celebrates International Coffee Day with our "Clean Water - Clean Coffee" campaign!

FRAME 2



Buy our exclusive sustainable tumbler, support Water for the People, providing clean water across Latin America, Asia, and Africa.

FRAME 3



Since '91, Water for the People has impacted 5 million with water services and 2 million with sanitation initiatives!

FRAME 4



In 2022, we pledged \$25 million for water access. In 2020, we committed to reducing our water footprint by 50%.

FRAME 5



Coffee-growing communities face severe water shortages worsened by climate change.

FRAME 6



Our partnership rebuilds communities, supports education, and empowers women and girls.

FRAME 7



Join us! Grab a tumbler, donate, and be part of Starbucks' commitment to social responsibility.

POINT INCENTIVE: STARBUCKS APP

On the “Offers” Tab, located in the bottom right corner of the app, the following message:

Offers



Clean Water. Clean Coffee.

Limited-Edition Campaign: October 1 - 31st

In Partnership with Water for the People, a nonprofit dedicated to providing clean water to insecure communities, Starbucks is striving to give back to its coffee-growing communities.

All proceeds from the tumbler purchases will go towards providing clean water access to women and families in Latin America, Africa, and Asia/Pacific.

For more information, visit
<https://starbucks/waterforthepeople.com>

