

# **Starpups: A Strategic Communication Plan**

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# **STARPUPS**

## **Strategic Communication Plan**

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# STARPUPS

## *Campaign Objective*

Throughout 2023, reposition Starbucks as a pet-friendly brand by launching the Starpups initiative to reaffirm brand loyalty among Millennials and Gen Z customers, generate revenue from new Starpups menu items and merchandise, strengthen employee satisfaction and retention rates, and garner positive global media attention.

## SITUATIONAL ANALYSIS

Millennials and gen z, the caffeine-obsessed generations who love to spend their disposable income on take-out coffee, are trending away from large chains towards independent, boutique coffee shops where they feel their purchase will have a greater social impact. The perception that millennials and gen z have of Starbucks impacts not only Starbucks' sales revenue and social standing, but also their workforce, who are primarily this demographic. With a wave of stores nationwide voting on unionization, Starbucks' corporate team must solidify the employer-employee relationship to prevent disenfranchisement and a loss of a talented workforce to competitors.

In response to the pandemic, people across the world spent a considerable amount of time at home throughout 2020 and into 2021. Even after the initial restrictions lifted, many had transitioned to remote work and continued spending more time at home. During this time, many people adopted pets for companionship. This spawned the concept 'Covid Puppy' – dogs and dog-owners who became accustomed to spending their time together and grew increasingly attached. As the world reopens, many owners feel guilt and anxiety around leaving the puppy home alone – for many, for the first time ever.

## PROJECT OVERVIEW

Starbucks will launch the Starpups brand, a pet-friendly initiative featuring a dog playground at a San Francisco Starbucks store, as well as a merchandise line and new menu items available across the nation. As part of the Starpups launch, Starbucks will add pet insurance to their employee benefit package. Starbucks will use a multi-faceted communications approach that relies heavily on digital media and user-generated content in addition to traditional news media.

The Starpups brand will be launched with a novel dog playground at one of its top-selling locations close to San Francisco. Customers will drop their dogs off at the playgrounds and can watch them play with other dogs while they sip their coffee, work on computers at tech-accessible seating, or chat with friends they meet there for puppy playdates. It allows pet owners to have some personal time knowing their pups are safely socializing. It brings a dose of nostalgia as pet owners are reminded of the fast-food playgrounds that once existed during their childhood. San Francisco was selected as it was named Forbes 2022 Top City for Dogs and is in a high-income suburb with a considerable population of millennials.

Starbucks will launch 'Cake Pups', a dog-friendly version of their popular Cake Pops. During the Fall season, they will release a Pumpkin Spiced Cake Pup, alongside their infamous Pumpkin Spiced Latte. Their hit secret-menu item – the Puppacino – will receive its spotlight moment as it becomes an official menu item.

Starpups will release a limited-edition Starpups merchandise line later in the year, with a big marketing push during the holiday season. This line will include mugs, travel tumblers, cold cups, and gift cards, which vibrant dog patterns.

Customers will be directed to the mobile app throughout the campaign. Not all stores will sell Starpups Cake Pups at one time- thus creating a sense of urgency to purchase the limited-edition items. Customers can locate a retailer of the Starpups line by checking the mobile apps. They will also be able to order the Cake Pups and Puppacino menu items from the mobile app and for delivery on Uber Eats.

The Starpups initiative will last throughout 2023, with an extension option dependent upon its success. Brand initiatives and product launches will be spaced throughout the year, facilitated by continuous communications campaigns to keep Starbucks in the spotlight and the audience energized.

Starbucks will further reinforce its dog-loving persona by offering pet insurance coverage to its partners (employees) as part of their benefits package. This will be announced alongside the Starpups initiative but will continue indefinitely.

## AUDIENCE ANALYSIS

The target audience for this campaign are millennials and the coming-of-age gen z. They are aged between 20-40. The target audience has enough discretionary income to regularly pay for a takeout coffee or beverage and are usually willing to pay extra for a premium or specialty drink. It is not gender specific, but they are primarily located in areas with populations of middle- and upper-class households.

The target audience does not have actual children. Instead, they have millennial '*children*' – dogs. They spend money on their pets to ensure they have a comfortable life, including high-quality food, enrichment toys, clothing and accessories, doggy day care, and dog walkers. Following Covid-19 quarantine, many owners may place a greater emphasis on keeping their dog entertained and socialized as they return to the busy world because they no longer spend all day at home together. Many parents with 'covid puppies' may struggle to leave their dog home alone for long periods of time and have a deep emotional connection with their pet.

Starbucks customers frequent the coffee shops for the customer experience, which is pleasant and consistent across all locations. They know what to expect when they get a pumpkin spiced latte, nitro cold brew, or pink drink, and they return again and again because of it.

The millennial and gen z market are tech-savvy, and they spend a lot of time using online and using social media. When they enjoy a product or an experience or find it aesthetically pleasing, they willingly share it online. They are emotional buyers and will often spend money on a product because it makes them *feel* or *look* a certain way, rather than the technicalities of it.

Starbucks workforce is heavily concentrated in the millennial and gen z demographics. They enjoy the employment benefits that Starbucks offers, including paid college tuition and healthcare. They are interested in working for companies whose mission and values align with theirs, provide good benefits, and have an inclusive, non-toxic work environment. The target demographic may feel inclined to support socially responsible brands and want to spend their money in places where the employees are treated and compensated fairly.

### **Target Audiences**

- Existing Starbucks customers
- Millennials and gen z who own pets and enjoy coffee and to-go food and beverages.
- The local population in the surrounding area of the Starpups locations featuring dog playgrounds
- Local, national, and international media outlets
- Starbucks Partners



## GOALS AND OBJECTIVES

### 1. Increase online exposure, following, and engagement rates on social media sites

- Achieve a 5% increase in mentions of Starbucks, Starpups, and related products across SNS.
- Create designated Starpups accounts and achieve a collective 100,000+ followers across social media platforms
- Achieve strong engagement rates through social media interactivity, engaging posts, and repurposing user-generated content

**KPIs**– Track social media analytics, including followers, engagement rate, hashtag use, for both Starpups and Starbucks and all related products.

### 2. Generate positive global news coverage

- Achieve an 80% positive media coverage rate of Starpups initiative
- Achieve media coverage across all continents and in major news outlets within the U.S
- Maintain continued media attention by achieving coverage for subsequent product launches, e.g launch of PSL Cake Pups, of at least 50% of the amount of media coverage from the initial Starpups announcement.

**KPI** – Track media mentions, headline analysis of whether article skews positive or negative, track response rate for media pitches by internal PR team.

### 3. Generate revenue from new Starpups products and merchandise and increase sales of existing products

- Achieve at least \$5 million in net profit from Starpups products by the end of 2023
- Achieve a 5% sales increase in existing, non-Starpups related items at participating locations
- Achieve 10% boost in sales at Starpups Play Park location

**KPIs** - Analysis of sales data from individual products and stores.

### 4. Increase traffic to mobile app

- List participating Starpups locations on the app, and enable customers to order Puppacinos and Cake Pups via mobile app
- Increase mobile app downloads by 10%

**KPIs-** Track data from mobile app and compare sales data to in-store purchases

## **5. Increase employee satisfaction with pet insurance enrollment option**

- Lower existing employee turnover rate
- Achieve a 20% enrollment in Pet Insurance program among eligible employees with pets.

**KPIs** – HR data on employment trends

## **TIMELINE**

### **2023**

#### **End of January**

- Launch Starpups initial PR campaign
  - Press Release, email marketing, blog, Starbucks social media, letter from CEO to employees
  - Introduce Starpups Play Park, Cake Pup, Puppacino and Pet Insurance
- Establish designated Starpups social media pages

#### **February**

- Sneak peek and teaser social media posts, blog, and email marketing.

#### **March**

- Open Starpups Play Park locations on March 1<sup>st</sup>
- Share content from the Play Parks across social media platforms.
- Begin Dog Influencer Campaign, invite influencers to visit the play park, host *Yappy Hour* with a group of influential dogs
- Post pictures of Puppacinos and Cake Pups to generate hype

#### **April**

- Begin selling Cake Pups at additional locations across the country.
- Encourage users to find participating locations using mobile app
- Begin social media push for user generated content

#### **May**

- Begin social media push for user generated content that includes Starbucks products.



**June**

- Continue expanding Cake Pup availability nationwide

**August**

- Announce the Pumpkin Spice Latte Cake Pup flavor to be available in September

**September**

- Officially launch a Pumpkin Spice Latte Cake Pup flavor along with regular PSL season.
- Transition online content and branding into fall themes
- Tease the new merchandise line

**November**

- Introduce line of new merchandise in time for the holiday season
- Late November – introduce holiday themed Cake Pup along with regular launch of holiday drinks

**December**

- Marketing push for Starpups merchandise to be included in gift guides
- 12 Dogs of Christmas social media campaign, encouraging users to post a different photo of their dog every day

## MESSAGE STRATEGY

### Themes

- **Starbucks is the premium coffee brand that loves dogs.**
  - When pet-owners are treating themselves to a refreshing Starbucks, they don't want their dog to be left out.
  
- **Starpups Play Parks are a fun place for pet parents to enjoy the famed *Third Place* experience Starbucks provides, while simultaneously bringing their dog to socialize safely outside.**
  - Show Starbucks as the place for busy pet parents to go – while the dogs are socializing in the playground, the owners are inside working on their computer at the tech-accessible seating with technology chargers pre-installed.
  - The Starpups Play Park is an opportunity for dogs to socialize safely while their owners watch from the sidelines. Superior to regular dog parks as owners can enjoy Starbucks, relax on the outdoor patio, or work and study, rather than having to sit on a boring park bench.
  
- **Starbucks is a fun, tech-savvy digital brand that posts engaging content that followers enjoy and visit their page to feel good**
  - The Starbucks brand is highly interactive with users, both reactively to engagement on their own posts, but proactively on other people's posts.
  - Starpups social media brings value to users by posting content that makes them feel good, laugh, and inspired to share.
  
- **Starbucks cares for the wellness of their employees and their families, and they recognize that for many, their dog is part of that.**
  - Starbucks is the first major Fortune 500 company to offer pet insurance.
  - Starbucks offers outstanding employee benefits and perks.
  - Starbucks listens to its employees and their wants and needs.

### Voice and Tone

- The Starpups brand is lighthearted, endearing, and fun
- Reiterates that dogs are family members
- Anthropomorphize dogs by implying that they are saying things or having thoughts through post captions
- Trendy – Starpups follows social media trends and embody relevant styles/voices/structure as popular tweets/TikTok formats emerge

## **PUBLIC RELATIONS & INTERNAL COMMUNICATIONS**

### **Press Releases**

Press releases will be distributed to media for major announcements, e.g initial Starpups announcement, new PSL Cake Pup. The initial announcement will have a general version, as well as a release tailored to San Francisco-area outlets to emphasize the Play Park. All press releases will be published on Starbucks website.

### **Blog**

The Blog will be used for frequent updates and long-form content that is more explanatory than social media but not major enough for a press release. For example, frequent Starpups updates, how to find participating locations using mobile app, tips and tricks of the Play Park, merchandise and product announcements, collages of dogs enjoying treats, influencers who visited the Play Park. A partner story will feature employees and how important dogs are in their lives and highlight the pet insurance option ('Meet the Pups of Starbucks'). The tone will be clear and concise, without being too stuffy or formal.

### **Email Marketing**

Email blasts will accompany blog post releases. They are highly visual, personalized, and engaging. Has less content than blog posts but more than social media. They encourage click throughs to blog, mobile app, or social media pages.

### **Executive memos and letters**

A letter from the CEO to Partners announcing the pet insurance initiative.



**FOR IMMEDIATE RELEASE**

## STARPUPS PLAY PARK



### STARBUCKS LAUNCHES STARPUPS, FEATURING DOG-FRIENDLY MENU ITEMS, PLAY PARKS, AND EMPLOYEE PET INSURANCE

*The pet-friendly initiative brings puppy play parks, Puppacinos and Cake Pups to its stores, offers partners pet insurance benefits*

**SEATTLE, February 1, 2023** - Starbucks today unveiled Starpups, its pet-friendly initiative that includes a dog park at one of its stores, a dog-friendly menu featuring the Puppacino and Cake Pups, and upgrades partner benefits to offer pet insurance to employees.

Opening spring 2023, Starpups Play Parks will be in San Francisco, which was named America's most dog-friendly city by Forbes.

“The Starpups Play Parks ensure customers no longer have to choose between their Third Place and their four-legged children – which is what dogs are to many owners today.” said Starbucks CEO, Howard Schulz. “Our goal is to elevate the *Starbucks Experience*, and Starpups underscores our People Positive commitment, to enhance the human connection community in a place where everyone is welcome”.

Starpups Play Parks expand Starbucks' iconic coffeehouse experience to include outdoor dog park facilities and a dedicated dog-friendly menu. Dogs roam free in the 5000 sq ft gated play park, supervised by 'Wooferees'. The modernized Starbucks lounge feature both technology-accessible individual workspaces and social gathering spots, catering to both the study, work, and social crowds. Ample outdoor and indoor seating featuring wide open windows allow pet-owners and pet-lovers to watch from the sidelines.

As part of the Starpups launch, Starbucks is rolling out the Cake Pup, a dog-friendly treat resembling the beloved Cake Pop available for purchase at the Play Parks. Cake Pups will also be available at select locations for a limited time throughout 2023. Customers can locate participating locations through the mobile app.

The Puppacino, an unofficial menu item for dogs consisting of cream and water, will also be added to the permanent Starbucks menu, and will be available on the Starbucks app for mobile ordering at all locations.

The new store concept aligns with Starbucks' not-so-secret dog-loving culture. It was through the direct feedback from partners and customers that the concept was born.

“The Puppacino has long been the best-selling menu item that isn't even on the menu, and you can't even purchase.” said Frank Britt, Chief Strategy Officer at Starbucks.

“We recognize that pets are more than just animals, they're family members. We're constantly listening to our Partners, and we're thrilled to expand the comprehensive benefits package Starbucks provides to offer insurance for the whole family, pets included.”

The Starpups Play Parks are scheduled to open March 1, 2023. Partners can opt-in for Pet Insurance through their employee benefit program beginning February 1, 2023.

For more information, visit [www.starbucks.com/starpups](https://www.starbucks.com/starpups) and follow Starpups on Instagram and Twitter at @Starpups.

###

## About Starbucks

*Since 1971, Starbucks Coffee Company has been committed to ethically sourcing and roasting high-quality arabica coffee. Today, with more than 34,000 stores worldwide, the company is the premier roaster and retailer of specialty coffee in the world. Through our unwavering commitment to excellence and our guiding principles, we bring the unique Starbucks Experience to life for every customer through every cup. To share in the experience, please visit us in our stores or online at*



**FOR IMMEDIATE RELEASE**

**STARPUPS  
PLAY PARK**



**SAN FRANCISCO STARBUCKS STORE TO OPEN FIRST EVER  
COFFEE SHOP DOG PARK**

*Starbucks' launch of the novel Starpups brand will see a Bay Area location transformed into a puppy play park, where caffeine lovers can purchase puppacinos and cake pups for their four-legged friends.*

**SEATTLE, February 1 2023.** - Starbucks selects San Francisco as the home of its first ever Starpups Play Park, part of its pet-loving campaign that adds dog-friendly treats - the 'Puppacino' and 'Cake Pup' – to menus nationwide.

Opening March 2023, the Starpups Play Park expands Starbucks' iconic coffeehouse experience to include an outdoor gated dog park and dedicated dog-friendly menu at one of the Bay Area's busiest stores. Dogs can roam free in the 5000 sq ft gated play park, supervised by trained staff known as 'Wooferees'.

"When we were developing Starpups, we knew immediately that San Francisco was the perfect spot for the first Play Park. Starbucks is ingrained in the culture here and it is such a dog-loving, open community." said Andy Adams, Senior Vice President of Store Development.

The upgraded indoor lounge features both technology-accessible individual workspaces and social gathering spots, catering to both the study, work, and social crowds. Ample outdoor and indoor seating featuring wide open windows allows dog-owners and pet-lovers to watch their dogs play from the sidelines.

"The Starpups Play Parks ensure customers no longer have to choose between their Third Place and their four-legged children – which is what dogs are to many owners today." said Starbucks CEO, Howard Schulz. "Our goal is to elevate the *Starbucks Experience*, and Starpups underscores our People Positive commitment, to enhance the human connection community in a place where everyone is welcome".

As part of the Starpups launch, Starbucks is rolling out the Cake Pup, a dog-friendly treat resembling the beloved Cake Pop. Cake Pups will also be available for purchase at the Play Park and select locations for a limited time throughout 2023. Customers can find participating locations on the mobile app.

The Puppacino, an unofficial menu item for dogs consisting of cream and water, will also be added to the permanent Starbucks menu, and will be available on the Starbucks app for mobile ordering at all locations.

Visitors to the Play Park will have to sign a waiver and show proof of their dog's vaccinations before their pup can enter. Dogs can play off-leash in the gated park but must be leashed when sitting when with their owners on the patio area. Only service dogs may be permitted inside the store, and customers who wish to stay with their dogs may order from the outdoor service window.

Starpups officially launches on March 1<sup>st</sup>. The Play Park will open from 10am-6pm Monday through Friday, and 8am-8pm on Saturdays and Sundays. The maximum capacity is 12 dogs at one time, with a one-in-one-out policy, so owners are encouraged to arrive early. For more information about the Play Park, visit [www.Starbucks.com/Starpups](http://www.Starbucks.com/Starpups)

###

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## Introducing Starpups



### We're bringing Starbucks' Pet-Loving Promise to life with Puppy Play Parks, Puppacinos, and Cake Pups

For years, the Puppacino has been Starbucks' worst kept secret – and the best-selling item that you can't even find on the menu.

We've decided it's time to give our pups the attention that they deserve, and an official menu item to go with it. So...

#### **We've created Starpups, our pet-loving project for our four-legged friends.**

Opening March 2023 is the world's first **Starbucks Play Park**. Bring your pup along for all the coffee-run fun. Dogs roam free in the 5000 sq ft dog play park, supervised by dedicated 'Wooferee' team members, while you hang out in store, watch from the sidelines, sip on a beverage, or catch up on some studying.

After a busy play session, treat your furry friends to a **Puppacino**, now an official, permanent menu item.

But it doesn't end there.

To celebrate the launch of Starpups, we're introducing a new, puppy-approved, menu item:

#### **Cake Pups!**

A fun twist on the iconic Starbucks Cake Pop, *Cake Pups* are the dog-friendly version of one of our most popular treats.

Can't make it out to the Play Parks? No worries, pups across the entire country deserve treats too. *Cake Pups* will be available at select locations throughout the nation for a limited time. Download the Starbucks mobile app to find out a participating Starpups location near you.

Let's be real, our dogs are our children, and as we work to foster a more inclusive environment, we want them to have a taste of the Starbucks experience too. This is just the start of our pup-adventure, so stay tuned for more tail-wagging fun to come.





## Pups on Cups – Meet the Must-Have Starpups Merchandise



To celebrate the holidays, Starbucks launched a limited-edition merchandise line inspired by the Starpups brand that took 2023 by storm.

Starbucks teamed up with local artists to create the vibrant collection that includes tumblers, cold cups, mugs and gift cards.

The five-piece collection includes:

12 oz Double Walled Mug, adorned with vibrant pup silhouettes in hues of greens, blues, and pinks. It's bound to make every cup of coffee a cheerful one!

16 oz Stainless Steel Tumbler. It's as tuff as it looks – wait, we mean tough! The cup is decorated with a happy scene of four-legged friends, tails wagging, wearing party hats.

24 oz Cold Cup – Available in a sleek green or dazzling blue, add a 'pup' of color to your life with this playful design.

Gift Card – The best gift for the goodest boy ever. Or goodest girl ever. Or anyone really. This cute design is bound to be a pup-ular choice!

Don't forget Starbucks Reward members who bring a clean, personal reusable cup into participating cafes will earn 25 stars in addition to 10 cents off existing beverage.

Merchandise will be available for purchase in-store from November 1.

## Heading to the Park for Yappy Hour? 7 Things to know before you visit the Starpups Play Park!



The Starpups Play Park officially opens on March 1 at the San Francisco store. Check out these know-before-you-go tips:

**Q. When is the Play Park open?**

A. The Play Park's 'Yappy Hour's are 10am-6pm Monday through Friday, and 8am-8pm on Saturdays and Sundays. No dogs will be permitted to enter outside these hours.

**Q . Does it cost to enter?**

A . No – it's completely free! Now that's a sweet treat!

**Q . What documentation do I need to bring?**

A . Owners must show proof of their dog's vaccinations for DAP, Rabies, and Kennel Cough given within the last year. Owners will also sign a consent waiver prior to their dog entering the park.

**Q. I forgot the vaccine records, but he has had his shots! Can he still enter?**

A . Didn't bring the paperwork? No worries – Dogs are still welcome to chill out with their owners on our ample patio seating and cool down with our famous Puppacino and snack on the new Cake Pups. Bring your paperwork next time so your pooch can join the other pups in the park.

**Q . The play park looks SO COOL. Am I allowed in the play in there too?**

A . No – Dog's need their space, too! The park can get pretty hectic with all the tail wagging and for the health and safety of others, we ask that owners do not enter the park. Wooferees will be in there to encourage safe play and monitor the dogs. There is plenty of outdoor seating on the patio and indoor seating in the store, featuring floor-to-ceiling windows so you can keep a close eye on all the action.

**Q . How can I order if my dog isn't allowed in the store?**

A . The location has a modified outdoor ordering window so there is no need to go inside. Think of it like a drive through without the driving.

**Q . What if my dog isn't getting on with the other dogs?**

A . Our Wooferees are trained dog experts and will be keeping a close eye on the pups. We require that all owners remain on site while their dogs are in the park. Should there be an issue or if some pups aren't being pals, owners will be asked to retrieve their dog. Store management has final say on play park admittance

## Letter from CEO

# A Letter to our Partners

Dear Partners,

As part of the recent launch of Starpups, I am thrilled to announce that Starbucks will begin offering pet insurance coverage as part of our partner benefits package.

When I started Starbucks almost 50 years ago, I sought to create a company culture filled with respect, inclusion, and care for its employees, customers, and community. Almost half a century later, it fills me with great pride to know that these values still hold true.

Starbucks is one of the most well-respected brands across the world, and the reputation and growth of our company can be attributed to one thing: our partners.

It is our partners that bring Starbucks to life. Each and every day you bring your best, and it is your spirit and passion that drives us forward. We thank you for your continued hard work and dedication, particularly during the challenging times we have faced over the last few years.

At Starbucks we strive for success, and we believe that our success should always be shared. We want every partner to love working at Starbucks and to know that they are an important member of our community. We are proud to lead the way with an extensive benefits package to support our partners and their families.

Starbucks has long offered access to comprehensive healthcare benefits for both part-time and full-time employees. We continued to build on this with free college tuition in the Starbucks College Achievement Plan, paid parental leave, and equity pay.

At Starbucks we not only want our partners to feel appreciated, but their families supported too.

Our pets are not just pets, they are part of our family. Starbucks has always been a dog-friendly company, and we are excited to bring this to life through the Starpups initiative. As we recognize the importance pets have in our customers lives, we also recognize the joy, happiness and love that pets bring to our partners' lives.

Beginning February 1, 2023, Starbucks will offer pet insurance as part of our comprehensive benefits package. Both part-time and full-time partners will be able to enroll to give you and your families a piece of mind that the *whole* family has access to healthcare.

Thank you again for all that you do to help create a welcoming Third Place and Starbucks Experience. I am proud to be a partner in this journey.

Warmly,

Howard Schulz  
CEO

## **SOCIAL MEDIA STRATEGY**

**The goal of social media is to connect and interact with the audience in a fun and engaging way.**

*#Starpups #ShowyourStarpup*

### **Social Media Platforms**

Starbucks will promote Starpups across Instagram, TikTok, Facebook, Twitter, and YouTube. There will also be a designated @StarPups Twitter and Instagram account. This will be solely for Starpups content, in a similar way to the Starbucks @TheRealPSL accounts, which are verified and used to promote Pumpkin Spiced Lattes.

### **Voice and Engagement**

- Use a conversational tone that is personable and relatable.
- Have fun, be funny, and on trend.
- Respond to *every* tag – negative comments included (the only exception being trolling, where there is no value or purpose to the comments, or they are offensive or inappropriate).

### **General Best Practices**

- Interactivity is key. The goal is to build positive relationships with the audience. Sales is not the goal.
- Use high-quality images and videos that are cute, funny, happy, or play into a trending topic.
- Inspiration for Starpups accounts to be taken from other Starbucks affiliated accounts – e.g @theRealPSL

### **Cross Posting Content**

- Content may be posted cross platform but must be adjusted to maintain formatting standards. Adapt as necessary to optimize quality.
- For example, Facebook posts may have to be shortened to fit in twitter posts. YouTube videos could be shortened into Instagram reels or TikToks.
- Be on trend and relevant to the platform. Use gifs, memes, short videos, that reference trending topics and formats

# Sample Tweets

### Dealing with Negative Comments

Acknowledge negative comments, including as appropriate: apologizing if necessary, asking them to DM to continue conversation privately, reiterating Starbucks' policies, suggesting corrective actions.

 **Karen Smith**  
@Karen

Puppacinos are so unhealthy for your dog!!! Luna gained sooooo much weight.

in response to

 **Starbucks Coffee** ✓  
@Starbucks

We know they're tail-wagging tasty, but Puppacinos should only be an occasional treat as part of a balanced diet. Consult your vet for nutrition advice! 🐾

 **Cam**  
@CamComplainsALot

So Starbucks doesn't even let you take your dog inside. Lol, this whole Starpups thing is stupid 🙄

in response to

 **Starbucks Coffee** ✓  
@Starbucks

While we love all doggos, only service dogs are permitted inside our stores due to food safety standards.

Four-legged friends are welcome to enjoy treats in our outdoor seating areas! 🐾

 **Nancy**  
@NegativeNancy

The Starbucks cashier literally just tossed my Puppacino through my car window and it's ruined my dress. WTF!!!!

in response to

 **Starbucks Coffee** ✓  
@Starbucks

Oh no! We're sorry this happened. Please DM us with the store info and we will look into this.

## User-Generated Content

- Inspire users to post their own Starpups related content using #Starpups and #ShowyourStarpups
- Interact with *all* Starpups content. Even when Starbucks is not tagged.
- Repost good examples on the same platform as they were submitted. Use stories features for the majority, and post only excellent user content feeds.
- Examples of content include funny videos of dogs getting excited and going crazy while eating Cake Pups and Puppacinos, dogs waiting to be given treats, going through the drive through, etc.
- Always credit the original creator

## Influencer Campaign

Social media Influencers will be recruited to promote Starpups online. Users either focused on the dog, or where the dog is a prominent feature on the content, will be invited out to visit the Starpups Play Park for a Yappy Hour. This will owned create content for Starpups to share, but the influencers will also share their own experiences to their followers.

Additional influencers across the country will be identified to receive a PR package. In the weeks prior to the Cake Pup launch nationwide, they will receive several Cake Pups in the mail and will be encouraged to record themselves giving it to their dog.

Examples of ‘Top Dogs’ to invite to Yappy Hour at the Starpups Play Park:

### @JiffPom

- TikTok – 20 million followers
- Instagram – 9.7 million followers
- Has posted enjoying a Puppacino
- Most followed animal on social media

### @ItsDougthePug

- TikTok – 5.9 million followers
- Instagram – 3.7 million followers
- Twitter – 2.6 million followers
- Facebook – 5.7 million followers

### @TuckerBudzyn

- TikTok – 10.4 million followers
- Instagram – 3.3 million followers
- Youtube – 4.7 million subscribers
- Facebook – 4.2 million followers
- Posts videos of food reviews and taste tests where the golden retriever eats things

### @PopEyetheFoodie

- Instagram – 395,000 followers
- Twitter – 3000 followers

## Sample Tweets



**Starbucks Coffee**

@Starbucks

Major PAW-some announcement 📌

Coming Spring 2023...

STARPUPS

Play Parks, Puppacinos, and Cake Pups.  
Get ready for the ultra-MUTT experience.

#Starpups 🐾



**Starbucks Coffee** ✓

@Starbucks

One month to go until we emBARK on  
this new journey

Who's ready?!

#Starpups 🐾



**Starbucks Coffee** ✓

@Starbucks

The first Starpups Play Park is officially  
OPEN!

Catch the Tail-Wagging Paw-ty over on  
Instagram live.

#Starpups 🐾



## Sample Tweets



**Starbucks Coffee**

@Starbucks

They're a 10 but they forget to order you a Cake Pup



**Starbucks Coffee**

@Starbucks

OMW to you-know-where for a you-know-what

#Starpups 🐕



**Starbucks Coffee**

@Starbucks

When the joke's not funny but you just really want a puppacino



**Starbucks Coffee**

@Starbucks

Saturdays are for the Starpups ✨



# Sample Tweets



**Starbucks Coffee** ✓  
@Starbucks

#TFW you can finally order Puppacinos on the mobile app



**Starbucks Coffee** ✓  
@Starbucks

"Hey mom, yeah just making sure you remember my cake pup"



**Starbucks Coffee** ✓  
@Starbucks

"Wait, let's make that two cake pups"



**Starbucks Coffee** ✓  
@Starbucks

Pulling up to the Starbucks drive-thru like

