

STARBUCKS COFFEE CO.



**DRINK  
COFFEE.  
SUPPORT  
SAME-SEX  
MARRIAGE.**



A percentage of every Starbucks purchase is donated to support same-sex marriage.

[www.starbucks.com](http://www.starbucks.com)

**DRINK COFFEE. SUPPORT SAME-SEX MARRIAGE.**



**At Starbucks, we believe everyone has the right to marry the one they love. That's why a portion of every Starbucks purchase goes to support same-sex marriage in**



## Market & Message Statement

### Strategic Planning

Our mission: to inspire and nurture the human spirit – one person, one cup and one neighborhood at a time.

The communication effort behind the current Starbucks advertising campaign is to expand the client base to include the lesbian, gay, bisexual, transgender and questioning community. We hope to address the fact that the LGBTQ audience is often not well-represented in the media.

At Starbucks we have always been, and will always be, about quality. We're passionate about partnering with the growers of our fine coffee beans and, together, embracing diversity to create a place where everyone can be themselves.

Through this advertising campaign, Starbucks intends to reach an audience of not only gay men and lesbian women, but supporters of same-sex marriage as well. This will include an age range of 18-75, targeting voters so that they can vote to support same-sex marriage, as we are encouraging through this ad campaign. Starbucks consumers come from all different income levels, education levels and walks of life; therefore, we hope this ad campaign will appeal to everyone.

The key message behind our campaign is to encourage Starbucks consumers to support same-sex marriage and supporters of same-sex marriage to consume Starbucks. We hope that our audience will see our ads and want to consume more Starbucks products because of our company's open and loyal support of same-sex marriage.

The large print ad will be distributed to newspapers, and magazines all over the United States. Through this wide distribution we hope to gain a large audience in every community, even if same-sex marriage is not legal in the state our ad may be distributed in. The leaderboard online ad will be featured in the online publication of the same newspapers and magazines our print ad is used in, as well as social media including Facebook and Twitter.

According to the Starbucks Corporation annual report for the year 2011, our store sales increased an average of 8% from the previous year. We hope to further increase these sales through this current advertising campaign due to its appeal to the LGBTQ community and supporters of same-sex marriage.



In order to evaluate the effectiveness of our communication efforts through this specific ad campaign, we will measure overall market sales in order to see if sales have increased or decreased after full distribution. Another way we will test the impact of this campaign is if media outlets are covering our ads. If the media is talking about us, people are talking about us. We want to spread the word through multi-platform media because, after all, no publicity is bad publicity.

### **Publication Production**

For the print ad, typography includes: Head: Lucida Bright, Demibold, 26 pt, in Letter; Message: Gill Sans, Bold, 32 pt, in Black; Body: Gill Sans, 16 pt, in Letter. Color includes: Banner at top and bottom: C=88 M=32 Y=100 K=23, which is the color used in the Starbucks logo.

For the online ad, typography includes: Head: Lucida Bright, Demibold, 24 pt, in Letter; Message: Minion Pro, Bold, 12 pt, in Black. Color includes: Background: R=20 G=110 B=56, which is the same as the color used for the banner of the print ad.

The overall tone of these pieces is to invite the audience to get involved. It is our hope that these ads inspire people to love everyone and show support to same-sex marriage in their own local communities.

For the tone we hoped to achieve through these ads, we used the colors green, black and white. Black and white were essential because they stand out and are commanding to the audience. Dark green was used because it's the color that represents Starbucks. The "Drink coffee. Support same-sex marriage." text was set in all caps to really draw in your eye and demand the audience to follow this command. This supported the inspirational, supportive message of these ads because it is clear what the ad is trying to ask of the audience.

The art used in the print ad includes a picture which is from the free stock photo site morguefile.com.

Overall, there is no blatant AP style errors other than the use of all capital text in the main message command of both the print and online ads.

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