

Community Awareness Starbucks Hawai'i

TLC PR was selected by Starbucks Hawai'i to work strategically with the marketing department to create visibility and to drive traffic into stores.

Our method was to secure media coverage and to create "buzz." Highlights of our achievements included numerous appearances on television morning shows---both in-studio and live at Starbucks' sites. These included new product tastings, interviews of Starbucks executives and coverage of Starbucks-sponsored events.



During a December television program, our firm created a "winter-wonderland" outside the studios of KITV and simulated falling snow as the morning anchors described the Christmas product line. Often, our staff would unexpectedly pop into a television studio, creating a Starbucks "Surprise and Delight" moment, treating the news anchors to new products, which resulted in on-camera exposure. We also targeted radio stations for promotional messages and the concierges of the major hotels in Waikiki.



Other creative efforts to keep Starbucks top-of-mind included a fashion show featuring the colors of new blended drinks, and a local artist series celebrating film, music, poetry, theatre and fashion. We also instituted a "Film & Frappuccinos" series, partnering with the Hawai'i International Film Festival and invited Starbucks customers to enjoy a conversation with a filmmaker.

To support Starbucks' community giving programs, we partnered with the Lokahi Project, a high visibility local charity, utilizing Starbucks stores as drop-off sites for donations for the disadvantaged. We also secured extensive media coverage of the Starbucks "Star Poets" competition, including a feature in the daily paper and television appearances for the participating child poets.

Results: During our tenure Starbucks enjoyed more publicity than it had ever experienced since arriving in Hawai'i.

Client Comment: TLC PR served as a critical component of our marketing program, enhancing awareness not only by securing media coverage of existing programs but by developing new creative, attention-getting events that ensured Starbucks' seasonal products and community giving would be top of mind."

Jill Wheatman, Marketing Manager
Starbucks Hawai'i