using shopper insights to magnify marketing impact

> "A great way to become more consumer-centric is to start with granular data driven insights."

GREG LYONS
Chief Marketing Officer, PepsiCo

the challenge

Historically, Starbucks ready-to-drink (RTD) products focused on highlighting the brand's bestselling Frappuccino line in its marketing.

While Starbucks had a successful model, its portfolio was growing, and it was seeking a solution to efficiently and effectively message against a broader set of its portfolio.

the solution

pepviz™ capabilities gave insight into RTD consumers, unlocking a pair of key takeaways.

First, consumers tend to drink RTD coffee across consistent consumption occasions and need states. Second, because the Starbucks customer is extremely brand loyal, the marketing could shift to brand-focused messaging that adjusts to stretch the brand across need states.

This allowed Starbucks to segment its products across the portfolio based on flavor profile and occasion and to group like products together in its marketing for specific consumers.

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the results

Rather than putting the majority of media behind its Frappuccino line, Starbucks began running digital advertisements on social media in 2020 using the portfolio approach it created.

This resulted in an overall sales lift of 5% across the product line. Going forward, the brand is expanding this portfolio approach with a full shift in all media.
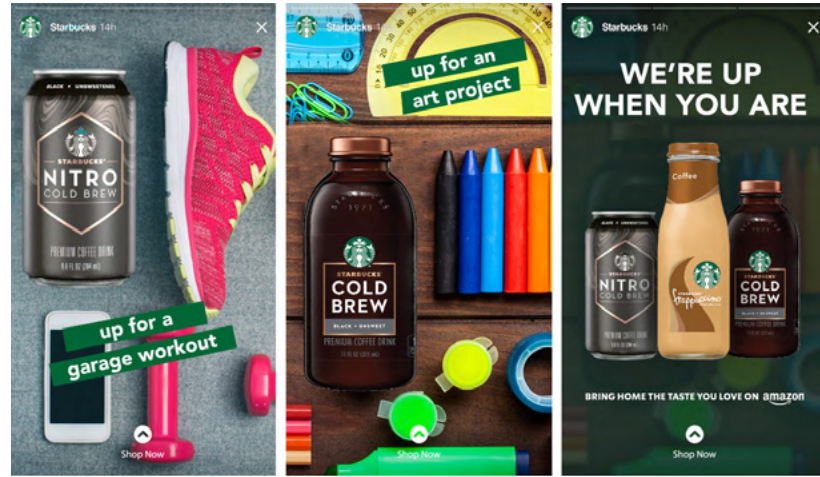
+5%

SALES LIFT ACROSS PRODUCT LINE

SHIFT IN MEDIA STRATEGY DROVE INCREASED RESULTS

ABOUT PEPVIZ

pepviz is a first-of-its-kind data practice that helps you unlock new ways to grow in food & beverage. With actionable insights and dynamic data, we help:

• win new shoppers

• drive trips and loyalty

• inspire impulse

• improve category performance

• boost omnichannel shopping

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