

CASE STUDY



CLIENT

Starbucks Coffee

CAMPAIGN NAME

Enjoy Starbucks Coffee at home

BACKGROUND

The campaign ran from 7th May to 4th June 2009, generating 7,500 leads.

CLIENT'S OBJECTIVE

- Raise awareness of the availability of Starbucks packaged coffee in major Supermarkets.
- Drive in store voucher redemptions for Starbucks' packaged coffee with measureable results.

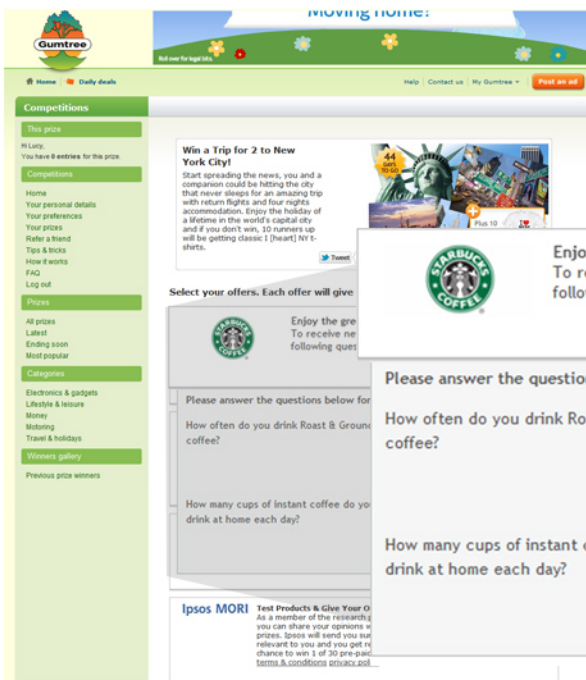
MAGNETISE MEDIA APPROACH

The campaign was run across TopFox, our white label co-registration platform. Once the ad was selected and the user had answered some qualifying questions, Magnetise then sent a personalised email in real-time on behalf of Starbucks to frequent coffee drinkers. Each user would then download their voucher with a unique code.

RESULTS

From personalised email:

89% open rate
29% click-rate



Enjoy the great taste of Starbucks coffee at home
To receive news and offers about Starbucks at home products by email please complete the following questions:

Earn 5 entries

Please answer the questions below for Starbucks:

How often do you drink Roast & Ground coffee?

Daily
 Once a week
 Once a month
 Less often

How many cups of instant coffee do you drink at home each day?

5+
 3-4
 1-2
 None