

Starbucks Coffee- Inspired Beer: Proposed Integrated Marketing Communications Plan

Final Project Part I

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Final Project Part I

Introduction

Overview of Proposal

Starbucks was started in the 1980's by Howard Schultz after visiting several Italian coffee shops while on a trip to the country. He was inspired by the laid-back vibe the shops all seemed to have, and how it was really a place to sit down and communicate with others or a place to sit and get work done, all while sipping on carefully crafted coffee drinks (Company Information, n.d.). Starbucks offers everything from perfectly crafted lattes and cappuccinos to coffee and teas, to pastries, and bottled beverages. They sell coffee beans for brewing at home, and bottled cold brew and frappuccinos for those on the go. In stores, they also sell sandwiches and bento lunch boxes (Starbucks Menu, n.d.). According to the table listed in the marketing scenario, Starbucks is currently in the retailing sector.

The product I plan to launch is a Starbucks Coffee Stout, which would put them in the brewing sector of the table. Dunkin' Donuts has already partnered with Harpoon Brewery to create a product like this that was released this past fall (Dunkin' and Harpoon Brewery Launch a New Taste for Fall: Harpoon Dunkin' Coffee Porter, 2018). Since Dunkin' is arguably Starbucks' biggest competitor, it would be great for Starbucks to release their own line of coffee-inspired beer. It would be a deep, Guinness-like stout with a strong coffee flavor. The target market would definitely include those who love a bold cup of coffee and a bold glass of beer.

Communication Challenges

There are several communication challenges that could arise as a result of attempting to launch a Starbucks Coffee beer. The first and perhaps most important, is attempting to find a brewery to work with Starbucks in producing this product. There is a lot of interest in craft breweries at this time, but it may be hard for Starbucks to be able to strike a deal with one of them. This is because the idea of working with a large corporation can seem very daunting to an independent business owner. However, if Starbucks wants to create the best type of product they can, they will have to figure out a way to overcome this type of deal-making challenge with breweries.

Another potential communication challenge is communicating to consumers why they need to try this product. Many consumers are always hesitant to spend their money, especially on new products, at the risk of feeling buyer's remorse afterward. They don't want to feel like they've wasted their money on a bad product, so they want to make sure it's worth it before purchasing. It could potentially be very difficult to convey to consumers why they should, or need, to try a Starbucks Coffee beer. Once Starbucks has created their new product, they will need to figure out the best way to reach consumers and convince them to purchase this new beer. Additionally, it would be difficult to convince consumers to purchase this product, as a good handful of Starbucks fans cannot legally purchase or consume this product. At the very least, Starbucks could potentially create an even new communication challenge for their brand that doesn't currently exist, because they are alienating a portion of their consumers from even being able to try this new product and form their own opinions about it.

Positioning Strategies

Target Audience

Starbucks' current target market is vastly different from the new target market they hope to reach with their coffee beer. Currently, Starbucks' target market is made up of men and women between the ages of 25 and 40, and this group makes up almost 50% of their sales. The rest of their market is 40% young adult ages 18 to 24, and 2% kids and teens ages 13 to 17, although this age range usually means they visited with an adult, who purchased their drink for them (Alam, 2017). The new target market Starbucks will be looking at for the launch of their new product will be slightly different than the current trends, as the product must be marketed to those 21 and older. Therefore, Starbucks will expand their target market to look at the craft beer industry, and target men and women ages 21-40, primarily.

It's important for Starbucks to expand their field to include marketing to those ages 21-24, instead of just focusing on their current market of people ages 25-40, because a large number of newly-legal adults are interested in trying new things they haven't tried before, and are likely to jump on the bandwagon of a new craft beer (Talbot, 2018). Obviously, for this to be successful, Starbucks is also going to be looking to target those individuals interested in the craft brewing industry, rather than their typical, coffee-drinking crowd.

According to brewersassociation.org, around 40% of the population drinks a craft beer "at least several times a year" (Watson, 2018). Additionally, those percentage points have been rising 1-2 percent each year, as more and more adults reach the legal drinking age (Watson, 2018). The same website states that there is likely 4-5 million new craft beer drinkers each year using their definition (Watson, 2018). Looking at the younger drinking-age market is a logical

step for Starbucks because it continues to grow each year. With more kids turning 21 and older, there becomes more interest in trying new alcoholic beverages and more interested in a growing craft brew industry.

Starbucks should also continue to target the older half of their current demographic, those ages 30-40 because there is still a great market to be analyzed. As people get older, their tastes may change, and they may be open to trying new beers that they previously may not have been interested in. They also may be inclined to learn more about the craft brewing industry out of an interest in starting it as a hobby or to better understand what goes into the beer that they're drinking. As you can see, both young and old alike have potential in this situation. The young are excited to be 21 and will try lots of new things to develop their taste, and the older will be interested in trying the beer to learn more about craft brewing.

I would like Starbucks to take on a whole new meaning to this target audience. Currently, Starbucks is synonymous with coffee, and some may even think it to be synonymous with "overpriced sugary drinks." By expanding their product offerings into the craft brewing segment, they can begin to overhaul their current brand perception into something totally different. Soon, with the introduction of a Starbucks craft beer, this new target audience will think of them more in that respect, and even may feel inclined to visit a store to give the coffee a try as well.

Positioning Strategies

The first positioning strategy Starbucks can undertake is showing that they understand their target audience, and will create a product based on their interests. This is important because if Starbucks creates the product they want, and not what the target audience wants, it could spell

disaster for the brew. One of the ways Starbucks can show that they understand their target audience is by teaming up with a brewery to create their product. In Seattle, the birthplace of Starbucks coffee, there is a brewery called the Pike Brewing Company, named after the famed Pike Place Market (Pike Brewing History, n.d.). Starbucks also has a coffee roast named after the same market, so pairing the two together would be a beneficial way to incorporate Starbucks coffee into a craft brew. Starbucks can pay homage to the area that put them on the map, with the same flavors and aromas current customers are already used to. They can interest their target market by working with the Seattle brewery to create a perfectly smooth and aromatic beer that coffee lovers and craft brew lovers alike will enjoy. Craft beer lovers will appreciate that the brand worked with a group of people who know the craft brewing industry and will be more inclined to give it a try.

The second positioning strategy Starbucks can undertake is a competitive comparison with their major competition on all levels. Since Dunkin' Donuts is already their biggest competitor in the coffee industry, and since they've already released their own coffee-inspired beer, this will be the competitor Starbucks must focus on the most, in order to show their customers that they are superior (Dunkin' and Harpoon Brewery Launch a New Taste for Fall: Harpoon Dunkin' Coffee Porter, 2018). The best way Starbucks can do this is with a side-by-side comparison between the two brews, showcasing how theirs was produced. They can create advertisements hinting at their competitor's beer without naming it, but mentioning some of the highlights of their brewing process. Starbucks can mention some of the ingredients used, how long it took to brew each batch, and how they incorporated the coffee flavor into it. Craft beer lovers will be enticed by seeing advertisements acknowledging the work that went into creating

batches of the beer because they understand the work and the science behind the industry.

Starbucks already tries to position themselves as a superior coffee chain to Dunkin', so this is an excellent strategy to continue with for their new product and industry.

The final positioning strategy Starbucks can use is their value proposition. They want to make sure this beer is affordable and attainable for all craft beer lovers, but also let them know that they are enjoying a quality product. By partnering with the Pike Brewing Company and incorporating the Pike Place Roast flavors, they will be able to establish the kind of value they need in order for the beer to sell. The value proposition is all about having a unique product that will be attractive and interesting to the consumers (Skok, 2013). While the idea of a coffee beer is not that unique, it is unique to the Starbucks brand, and, the brand itself is part of the value proposition. Consumers will be interested in tasting the beer because it is unlike anything Starbucks has offered before. Finally, since Starbucks is known for their attention to detail and high-quality product offerings, users will certainly find the idea of a Starbucks craft beer attractive.

Strategy Recommendation

I believe a mixture of each positioning strategy will be the best course of action for Starbucks as they launch their beer. Starbucks will work with Pike Brewing Company in Seattle to create a beer flavored like the coffee roast they sell, inspired by the Pike Place Market. Since both the brewing company and the coffee chain use the Pike Place Market as an inspiration for their product lines, they are a perfect match for this product. By using a brewing company that understands the craft brewing industry, they will be able to create the best product possible. Additionally, the target market will appreciate Starbucks for using a company that understands

the science behind the craft brewing industry, as there is much to know, and it could take years to perfect the craft. Since they will be using an established craft brewery for their product, they can lament on their value proposition to their customers. This will be a great product to try, made with high-quality ingredients and by people who know how to brew beer, meaning consumers will know how valuable it is. Finally, Starbucks can use their already established position in the coffee industry to their advantage here as well and should use this as part of their craft beer positioning strategy. Consumers know Starbucks to be a high-quality brand that uses fresh ingredients in all of their product offerings, and Starbucks positions themselves to be of a higher quality than their biggest competitor, Dunkin' Donuts. Since Dunkin' has already released their own coffee beer, Starbucks can use this, as well as their position in the market, as leverage against the competitor, bringing in more consumers to try the beer, and perhaps even give the coffee a try as well.

Mediums

Communication Types

There are a lot of different types of communications that companies can use to get a message across to their intended audience. It's very important to not only pick the right type to communication style, but the right medium in which to send a message, or else companies can run the risk of things like misinterpretation or messages getting lost in translation. A company needs to know their target audience before gauging what communication type and medium will be most successful. We've already established that the target market for Starbucks new beer is set to be men and women between the ages of 21-40, as they have the highest probability of being

interested in this product. Knowing who the target market is makes picking a communication type and medium much easier for companies.

There are several types of communications Starbucks can use to get their message across to the target audience. The first type of communication they could use is written communication. With more people buying and using smartphones to access the internet and utilize social media, this is quickly becoming a very popular type of communication for people of all ages to use (Bhasin, 2018). Written communication can include things such as e-mails or posts on social media. It's a very permanent and to-the-point type of communication that "acts as a final word" (Bhasin, 2018). There is a reason why it's recommended to get things down in writing, from agreements to quotes, because it can act as a substantiated claim to back up something. Written communication is a good type of communication to use because consumers can reference back to it when they need to. Lots of consumers will see written communications on a company's Facebook page, such as an advertisement or coupon, and take a screenshot of it to look back to at a later moment in time.

Another type of communication Starbucks may want to utilize is visual communication. Visual communication is used by a lot of companies to help convey their products and ideas clearly to their target audiences (Bhasin, 2018). Visual communication could take the form of photographs and illustrated pictures, videos, and various advertising campaigns. This would be a great way for Starbucks to communicate their ideas to their target audience to gain an interest in their product launch. They can create videos to explain the beer and take photographs of the product to share on social media. Visual communication is probably the best way for any company, not just Starbucks, to get their messages and products across to their target audiences.

Communication Mediums

Once a company decides what types of communication will be most successful, they must decide what mediums to use to get their communications across to the target audience. They can use things like television commercials, social media posts, and billboards, for example. Starbucks' target audience for their beer is primarily in the Millennial and younger Generation X age groups, meaning it's likely that they use social media at least once per day. Therefore, social media is going to be a good medium for Starbucks to use. In the United States, the most popular social media platform amongst adults in 2016 was Facebook, with around 76% of adults who use the internet stating they had an account (Murnane, 2018). Other popular platforms include Instagram, with 35% of adult internet users, Snapchat with 27%, and Twitter with 24% (Murnane, 2018). Facebook would absolutely be a great medium for Starbucks to use. The coffee chain has 37 million likes, according to their Facebook account. Starbucks would be successful in at least garnering interest in the beer by posting a series of mysterious pictures and text posts leading up to an announcement of their new product. They could post close up photos and engage users by having them guess what it could be, and post clues and hints in a week-long Facebook campaign. The post series would get a lot of people talking about Starbucks, and get them very interested in the product launch. Facebook allows companies to target their posts directly to the consumers they want to reach the most, making it an effective medium.

Instagram can also be an effective medium for Starbucks to use to market their beer. In recent years, the concept of the "Instagram Influencer" has become more and more popular. These are people who have millions of followers that become very invested in their lives. According to Forbes, "marketers are seeing the effect influencers are having on brand awareness

and sales and [are] investing more of their yearly budget into influencer marketing” (Talbot, 2018). These so-called influencers are getting paid to post sponsored content by companies on Instagram, and companies are reaping the benefits that the exposure to millions of influencer followers can get them. There are hundreds of influencers Starbucks could pay to post about their beer, and thanks to analytical tools, they would be able to know what influencers have the largest percentage of real followers, versus fake or “bought” followers (Talbot, 2018). Instagram would be an effective medium to use because Starbucks can use their own account, as well as paid influencer posts, to reach their target audience.

The success of Starbucks’ new beer will definitely depend on having a good mix of communication types and mediums. Starbucks could also go the route of TV ads to market this product, but social media platforms would be the most successful based on the target audience. They can use a mixture of text posts and photo and video messages to talk about the product, and in addition to posting about it on their own social media, can utilize various influencers to help sell the beer as well.

Global Strategy

Communication styles vary greatly between different cultures. In some cultures, direct communication works well, but in others, indirect communication is used as a way to avoid conflicts. Some cultures are very open and honest in their communication styles, while others are reserved and keep most ideas to themselves. In marketing, it is vital to know and understand a country’s communication styles before even thinking about doing business there, as the ideas and communication styles that work for a company’s home country may not translate well into another. There are hundreds of examples of epic failures by companies who tried to keep their

same marketing messages when they entered into foreign markets. Motorola companies, for example, had the slogan “hello moto” for a while, which did not help them in their plight to enter the Indian market. This is because, in Hindi, the word moto means fatty (Kotabe & Helsen, 2017.).

Starbucks needs to be very careful when they enter into the Chinese and German markets with their new beer. They are great markets to enter into because of the amount of beer consumed per capita in each country. In China, twice as much beer is consumed annually than in the United States (EU SME Centre, 2018) and in Germany, 27.7 gallons of beer were consumed per capita in 2015 (Trimble, 2015). The Chinese are very difficult in particular to market to, due to their very different communication styles, as compared to the United States. The Chinese prefer to have a high-context style of communication. They are indirect and don’t like to give complete answers. They will often say that things are under consideration, and will avoid giving negative answers to questions, or negative reviews about a company (Culture Wizard: China, n.d.). The Chinese also don’t like to be embarrassed publicly and will laugh off any mistakes pointed out to them. (Culture Wizard: China, n.d.).

For Starbucks to successfully market their new coffee-inspired beer to the Chinese market, they will need to make some adjustments to their current communications plan that they will implement in the United States. One of the most major changes Starbucks will have to consider is changing the color of their brand’s logo in China. Colors have significant symbolism in the country, and green is considered a negative color, which is unfortunate for Starbucks since their logo and primary color is green. In China, green symbolizes being in a bad mood, anxiety, and women’s unfaithfulness to their husbands (The Symbolism of Colors in China, 2014).

Instead, Starbucks may want to look at changing their brand's color in China to something like red, gold, or purple. In Chinese culture, red symbolizes happiness and luck, gold means fortune and luxury, and purple represents wisdom and power (The Symbolism of Colors in China, 2014). Starbucks would be smart to change their color to something like red, as it's used on a lot of packaging in China, and has a positive connotation.

Starbucks should keep some parts of their marketing communications plan the same when they enter China, only with minor adjustments. The Chinese are still very much part of the social media craze all over the world, however, they use their own specific social media sites, rather than ones like Facebook or Twitter. According to thediplomat.com, the coffee giant joined Chinese social media website WeChat in 2012 and encouraged users to interact with the brand and talk to their friends about it, using the hashtag #starbucks (Butch, 2016). Starbucks should continue to utilize this platform to interact with consumers and spread the word about their new beer. Additionally, Starbucks has a strong presence on the Chinese social media site Weibo, which is very similar to Twitter and has over 500 million users (Butch, 2016). Starbucks should also utilize this platform to post messages about the new beer, similar to the messages they will post on social media to market to US consumers. Peer-to-peer communications are also a great method of marketing companies can use to spread the message of their product. China especially is big on peer-to-peer communications, and Starbucks can use this to their advantage by encouraging Chinese consumers to tell their friends and family about the new beer they are selling (Kemp, 2015). Obviously, these marketing messages will need to be changed to feature Chinese actors, the proper translations, and a message that will better resonate with the consumers. It's imperative that Starbucks makes sure their marketing messages translate to

Chinese in a way that will make sense, not create any confusion between the two countries, and most importantly, not offend any Chinese consumers.

Germany's communication styles fall somewhere in the middle between China and the United States, making them an easier country to create marketing communications plans for, however, the country itself will be a hard sell for the beer, due to how impassioned the country is when it comes to beer consumption. Businessinsider.com has an extensive article detailing just how important it is for beer to be poured properly, according to the Germans. Beers are to be poured differently, depending on the type, and the amount of foam on the top of the glass is very important. You shouldn't let the yeast at the bottom of the bottle go to waste, not put fruity flavors into your beer, and never, ever, pour new beer on top of old beer (Hoeller, 2015). Since Germans are so serious about their beer, it's going to be important for Starbucks to come up with an integrated marketing communications program that will best reach the German consumers, while still adhering to their communication styles.

It's important then to discuss exactly what the German communication styles are, and how they differ from the United States. Germans are very direct in their communication style and are extremely fixated on facts (Culture Wizard: Germany, n.d.). They are very different from the Chinese in that they will say what's on their mind and use reassuring phrases like "definitely" and "without a doubt" (Culture Wizard: Germany, n.d.). They also value logic in arguments and enjoy knowing the thorough history of the topics in which they are talking about, and this includes beer (Culture Wizard: Germany, n.d.). They also value formality, and want to be addressed depending on the relationship they have with the person they are talking to. For example, they want to use formal forms of words when talking to business partners or elders, and

informal forms of words when talking to friends or younger family members (Culture Wizard: Germany, n.d.).

Marketing communications in Germany are going to be similar to that of the United States. Facebook has a strong hold on social media users in the country, so Starbucks will continue with the planned Facebook communications they already have set for the United States (Roth, 2015). However, in order to successfully market the beer in Germany, Starbucks will need to put more emphasis on the product itself rather than the idea that it's a new product from an existing brand. Germans are not easily swayed by new craft beers like Americans are, so Starbucks will need to go into detail regarding the contents of the beer and how it's made. They need to create social media campaigns focusing on how great the beer is if they want to pique the Germans' interest, as they are a tough market for Germans. Additionally, TV media is still the most effective way that marketers can get their messages across to consumers (Roth, 2015). Starbucks will want to take the videos and commercials they are creating for social media and also air them on television in order to reach a larger audience. Social media and TV commercials are going to be the most effective methods of marketing communications for the German market. There are several consistencies between the integrated marketing communications strategies Starbucks will employ in the United States, China, and Germany. Social media is a very popular form of communication and will work well to market the product in each of the three countries. Of course, adjustments will need to be made in order for the social media posts to be as effective as they can. Starbucks will need to use a translator to ensure that their messages are being translated accurately between the countries so that there is no risk of miscommunication or misinterpretation. Starbucks will also use different social media platforms in China than in the

United States and Germany because the country has their own social media platforms and they are significantly more popular than some others. Finally, Starbucks will take the marketing communications created for social media and edit them for television use in Germany, as this is a more popular way for consumers to get their information. There are a lot of consistencies in the communications between these three countries, but obviously, they will be very different based on communication styles and differences in culture, which is very important for Starbucks to pay attention to as they market their new beer.

Conclusion

With a target market of men and women ages 21-40, it's important for Starbucks to have an integrated marketing communications plan that will work well for this audience. The brand has several positioning strategies that will be utilized simultaneously in order to get the most successful outcome. They will work with established craft breweries and leverage their existing position in the market in order to appeal to their targeted market. Starbucks is already known for being a sort of luxury coffee brand, so they will utilize this consumer mindset to appeal to the craft brew lovers as they advertise their new beer. In order to successfully leverage this consumer mindset, Starbucks will continue to focus their marketing efforts on social media.

Starbucks will also be looking at launching their new beer in both China and Germany. These countries operate very differently than Starbucks' home country of the United States, so the marketing communications plans in place will need to be in line with each country's cultural, legal, and political environments, as they can differ from the US. Starbucks will consistently be utilizing social media as their main method of communication across the board. Their plan will change slightly in order to reach the Chinese consumers because China doesn't use the same

social media platforms as the rest of the world. Starbucks will adapt their integrated communications plan to utilize their more popular social media platforms including WeChat and Weibo, but the message regarding the beer is going to remain the same (Butch, 2016). Starbucks will also keep their communications consistent in Germany, since the country uses Facebook about as much as the United States does (Roth, 2015). They will need to change the message to put more emphasis on the quality of the beer rather than the company that is producing it, but Starbucks will keep their messages rather consistent over each country. It's important to ensure the consistency of these communications because it will make the message clearer to consumers, and give Starbucks the opportunity to focus on other projects at the same time.

The overall integrated marketing strategy is to spread the message about the quality of the product throughout social media platforms. In order to make sure this strategy remains consistent, Starbucks will implement a posting schedule for their social media posts, so they get posted to the internet at specified times throughout the launch period and time leading up to the product announcement. There will be posts touching on how the product came to fruition, some information on how it's made, and how consumers can purchase the beer. Starbucks will do taste tests of the product and film it, and create videos about these tests to add on to their posts. They want to create a large interest in the product, so they will need to find people willing to test the product, and the company will need to create interesting advertisements for their social media to pull users in as part of their integrated marketing strategy.

Finally, since Starbucks' target market is consumers ages 21-40, they have identified social media as the best medium to use for their communications plan. 76% of US adults said they had a Facebook account, and 35% had an Instagram account in 2016 (Murnane, 2018).

Since such a large amount of US adults say they have at least one social media account, this would be a very effective and appropriate medium to use. Their target market includes a lot of Millennials and Gen Xers as well, who use social media the most out of any age group. All of these factors combined makes social media the most appropriate medium to use for their communications plan. Therefore, Starbucks will utilize social media the most for the marketing of its new coffee-inspired beer and will use a mixture of photos, videos, and text posts to engage their target market with the product and increase sales.

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Starbucks' Beer Global Communications Plan

Final Project Part II

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Final Project Part II

One of the countries Starbucks will focus on to market their new coffee-inspired beer to is the Chinese market, as they have one of the highest beer consumption rates in the world, at twice as much as the United States national average (EU SME Centre, 2018). In order to successfully market this product to the Chinese consumers, Starbucks will have to carefully review the cultural differences between their country and the United States, where Starbucks is originated. The company will need to make a few significant changes to existing communications strategies to better fit the needs of Chinese consumers, and have a bigger impact on their buying patterns.

One of the major marketing communications plans Starbucks will focus on for their new product is marketing through the use of social media. This will be done starting with mysterious videos in the days leading up to the product announcement to create interest in the brand. Consumers will want to know what Starbucks is about to announce and will be more tuned in to the company for a few days out of curiosity. Then, once Starbucks announces their new product, they will begin posting videos highlighting the product details, including how it's made, and testimonials from taste test sessions that describe what the beer tastes like, according to a sampling audience. This section of the communication plan will carry over between cultures, as it's important to highlight the product features no matter what culture Starbucks is marketing to.

The Chinese are very difficult in particular to market to, due to their very different communication styles, as compared to the United States. The Chinese prefer to have a high-context style of communication. They are indirect and don't like to give complete answers. They will often say that things are under consideration, and will avoid giving negative answers to

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For Starbucks to successfully market their new coffee-inspired beer to the Chinese market, they will need to make some adjustments to their current communications plan that they will implement in the United States. One of the most major changes Starbucks will have to consider is changing the color of their brand's logo in China. Colors have significant symbolism in the country, and green is considered a negative color, which is unfortunate for Starbucks since their logo and primary color is green. In China, green symbolizes being in a bad mood, anxiety, and women's unfaithfulness to their husbands (The Symbolism of Colors in China, 2014). Instead, Starbucks may want to look at changing their brand's color in China to something like red, gold, or purple. In Chinese culture, red symbolizes happiness and luck, gold means fortune and luxury, and purple represents wisdom and power (The Symbolism of Colors in China, 2014). Starbucks would be smart to change their color to something like red, as it's used on a lot of packaging in China, and has a positive connotation.

Starbucks should keep some parts of their marketing communications plan the same when they enter China, only with minor adjustments. The Chinese are still very much part of the social media craze all over the world, however, they use their own specific social media sites, rather than ones like Facebook or Twitter. According to thediplomat.com, the coffee giant joined Chinese social media website WeChat in 2012 and encouraged users to interact with the brand and talk to their friends about it, using the hashtag #starbucks (Butch, 2016). Starbucks should continue to utilize this platform to interact with consumers and spread the word about their new

beer. Additionally, Starbucks has a strong presence on the Chinese social media site Weibo, which is very similar to Twitter and has over 500 million users (Butch, 2016). Starbucks should also utilize this platform to post messages about the new beer, similar to the messages they will post on social media to market to US consumers. Peer-to-peer communications are also a great method of marketing companies can use to spread the message of their product. China especially is big on peer-to-peer communications, and Starbucks can use this to their advantage by encouraging Chinese consumers to tell their friends and family about the new beer they are selling (Kemp, 2015). Obviously, these marketing messages will need to be changed to feature Chinese actors, the proper translations, and a message that will better resonate with the consumers. It's imperative that Starbucks makes sure their marketing messages translate to Chinese in a way that will make sense, not create any confusion between the two countries, and most importantly, not offend any Chinese consumers.

This plan is consistent with the overall communications plan because it is still focusing on social media as the main part of their advertising campaign. It is important for Starbucks to continue to make this the main focus of their marketing communications plan due to their demographics of their target market. For this product, Starbucks will be targeting men and women ages 21-40, as 40% of this population has enjoyed a craft beer before (Watson, 2018). This demographic is known for their social media usage, making it the best possible medium of communication. Although Starbucks is adjusting certain things such as the colors of their logo and the social media platforms used for their communications, the message is still the same. They want to advertise their new product to a market of beer drinkers likely to purchase the product. Their message will remain consistent across the different cultures they market to,

because they want to convey the quality of the product, taste, and brewing process, and Starbucks will keep this as the main focal point of their marketing campaigns.

The adjusted communication falls perfectly in line with the proposed brand positioning strategies. Starbucks wants to prove to their current market, as well as their targeted craft-beer drinking audience, that they can make a delicious coffee-inspired beer. One way they can do this, as outlined in the proposed positioning strategies, is through their value proposition. The value proposition is all about having a unique product that will be attractive and interesting to consumers (Skok, 2013). Starbucks will be partnering with Seattle brewery Pike Brewing Company, and will be incorporating the flavors of their infamous Pike Place Roast into this new beverage. They will be able to justify the quality of the product by using a local brewery and by incorporating already well-known flavors into their brew, and will use this as part of their marketing communications to convey this quality to their Chinese consumers. They will do this through social media videos that highlight how the beer was brewed and what kinds of flavors and aromas are put into it.

The adjusted communication plan for China is definitely consistent with the cultural, legal, and political environment of the country, but particularly the cultural environment. Starbucks is taking cultural normalcies into consideration when they develop their communications plans. For example, as we've already stated, the color green has a negative connotation in Chinese culture. Starbucks will take consideration of this cultural difference and change the color of their logo to a more positive color in the Chinese culture. This will help bring a positive opinion to the Chinese consumers not just because they are changing the color to something more positive, but also because it shows that Starbucks is taking their culture into

deep consideration in all aspects of their marketing communications plans. Additionally, the communication is consistent with the cultural environment of the country because they will be using social media websites that are most popular in China. The Chinese government has strict censorship on many websites that are used in other parts of the world, including Google, YouTube, and Twitter (Social media and censorship in China: how is it different to the West?, 2017). So, Chinese app developers created their own versions of these popular social networking platforms so that people within the country can still partake in social networking, all while pleasing the government by giving them websites that can be censored. Starbucks will take these differences in social media apps into consideration, and will focus on these more than the traditional websites as they market to the Chinese consumer.

Social media communication is going to be most effective at engaging the audience. This is because the audience is full of younger adults who already use social media to interact with others. Starbucks will make multiple different posts to engage their audience and make them become interested in the new beer they will be producing. One of the best ways they can do this is by piquing everyone's curiosity before the product announcement through the use of cryptic social media posts to Chinese social media websites. They will post close-up images of the beer bottles and make other text posts and videos that allude to a new product launch, without fully giving away what the product is. This will get the target audience extremely interested in what Starbucks is going to announce, and create a lot of buzz when they do finally tell the public about their new product. Starbucks will then post multiple videos highlighting the features of the new beer, including how it was brewed, some of the flavors you may taste in it, and what kind of a beer it's going to be. They will also post testimonials from a taste test group that mention how

delicious the beer is, which will further engage the audience and get them excited and interested in the new product.

There are, however, several advantages and disadvantages to this type of marketing communication. Social media is a great tool to use, because it allows companies to pinpoint their target market and make sure that the exact market can view the marketing message (Department of Industry, 2018). Social media is another communication medium that companies will use for their products, and it is growing increasingly more popular. Social media marketing tools are often much cheaper to implement for marketers, and it's very easy to pinpoint your target market and make sure they see your ads (Department of Industry, 2018). With social media, companies are able to use different tools to make sure that they are reaching their intended audience. They can utilize these tools to find consumers who may use search engines or post specific keywords, and make sure their marketing ads are visible to these consumers. Social media marketing is an easy and versatile way to reach a very specific intended audience, without spending too much money. However, posting your marketing messages to the world wide web through social media can certainly have its disadvantages. It is true to say that everything you post on the internet will stay there forever. People are able to post any kinds of comments they want to your social media marketing posts and say whatever they want about the company (Department of Industry, 2018). This is definitely an issue because consumers can see what negative comments other users wrote about a company, which can have some influence on other people. Companies aren't able to control what is posted about them online. Social media also requires daily attention for the marketing campaign to be successful. Companies need to be online, monitoring the campaign daily, and interacting with consumers online who are posting comments or asking questions

about the brand or product (Department of Industry, 2018). Social media marketing communications can be very time consuming for companies to implement because of their need for constant attention. These are all things that Starbucks will need to keep an eye on while they are marketing through social media in China, as well as in any other section of the world, especially if they want their new coffee-inspired beer to be successful.

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