
TWILIGHT X STARBUCKS COLLAB

CRE8TIVE MATTERS

creative
MATTERS

AMANDA, MIRABELLE, TESSA

meet The TEAM



AMANDA



MIRABELLE



TESSA

Two ICONIC BRANDS

JOIN *forces*

TO BRING THEIR *fans*

A TEENAGE *fantasy.*

AN ESCAPE FROM *reality.*

AND

A ZEST FOR *life*

IN THIS LIMITED-TIME

collaboration.

INTRODUCING:

ETERNAL *energy*

WHERE THE *supernatural*

MEETS *revitalizing coffee.*

A SERIES OF *mystical* DRINKS

INSPIRED BY YOUR
favorite IMMORTALS.

TWILIGHT X STARBUCKS

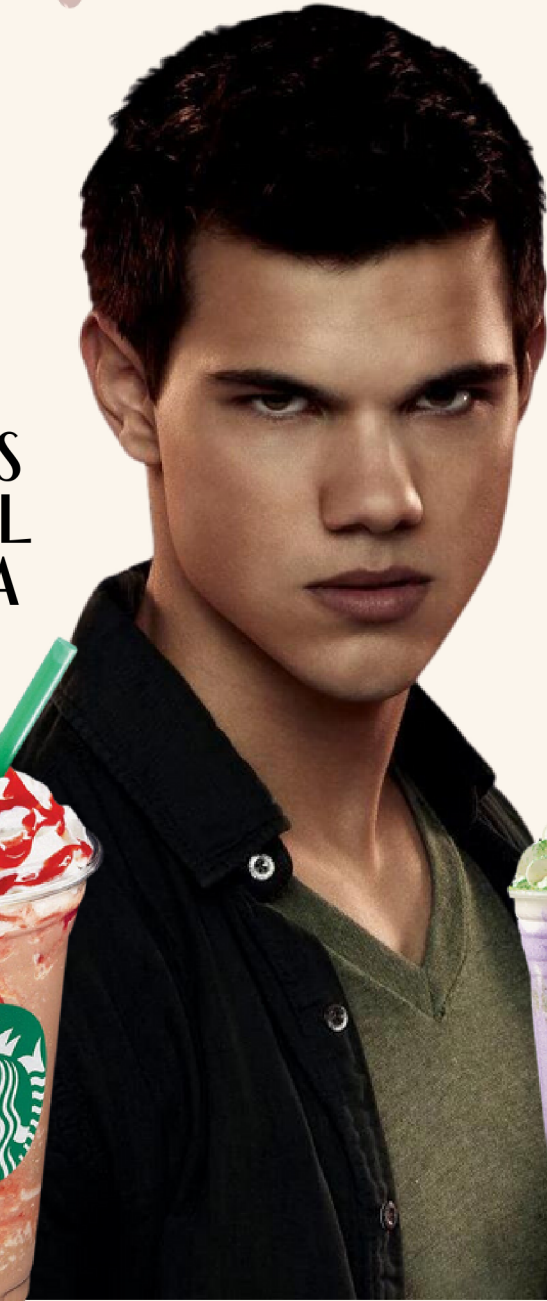
BELLA'S
BERRY
BLISS



EDWARD'S
ETERNAL
ELIXIR



JACOB'S
MAGICAL
MATCHA



ALICE'S
TWILIGHT
TWIST



TWILIGHT

DEMOGRAPHICS	PSYCHOGRAPHICS
<ul style="list-style-type: none"> • 18-35 YEAR OLDS • FEMALE: 70% MALE: 20% OTHER: 10% • INCOME: LOW - MIDDLE INCOME EARNERS 	<ul style="list-style-type: none"> • ADVENTUROUS AND LOVE THE UNEXPECTED • ENJOY WALKS IN NATURE AND DAYDREAMS • RELAX WITH ROMANCE NOVELS AND MOVIES

STARBUCKS

DEMOGRAPHICS	PSYCHOGRAPHICS
<ul style="list-style-type: none"> • MULTIPLE AGE GROUPS • COLLEGE STUDENTS & PROFESSIONALS • LOCATION: URBAN AND SUBURBAN AREAS IN USA 	<ul style="list-style-type: none"> • STRUGGLES WITH WORK / LIFE BALANCE • VALUES ETHICALLY SOURCED PRODUCTS • SEEKS MOMENTS OF ESCAPE AND NOSTALGIA

twilight
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CAMPAIGN GOALS

GOALS:

INCREASE SOCIAL MEDIA ENGAGEMENT ON STARBUCKS' PLATFORMS BY 30%

CONVERT ONLINE ENGAGEMENT TO INCREASE IN COFFEE SALES WITH NEW, EXCITING & NOSTALGIC OPTIONS

CONVERT ONLINE ENGAGEMENT TO INCREASE IN TWILIGHT BOOK SALES AND MOVIE REWATCHES

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PRIMARY CHANNELS

HASHTAGS #ETERNALENERGY
#STARBUCKSETERNALENERGY



INSTAGRAM

Showcase visually appealing videos & images of the 4 coffee options to create #FOMO. Instagram Stories will be used for behind-the-scenes content, highlighting user-generated content and celeb spotlights.



TIKTOK

Viral and creative videos with users posting short clips of themselves and their favourite #Starbucks #EternalEnergy Coffee, identifying which Twilight character they identify with. We'll collaborate with influencers a to jump on the trend & use TikTok to reach younger audience.



TWITTER

Create and engage with real time buzz and conversations. We'll share updates about the 4 coffee options, share launch details, acknowledge feedback, respond to tweets.

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SECONDARY CHANNELS

HASHTAGS #ETERNALENERGY
#STARBUCKSETERNALENERGY



THREADS

Utilise the new platform engage in more conversations and increase awareness of the coffee options.



REDDIT

Answer real life questions and feedback as many users are anonymous. The platform would be used for gathering free data from customers' perspective.

SOCIAL MEDIA STRATEGY

FOR THE DURATION OF THE CAMPAIGN



5 FEED POSTS PER WEEK AS "COLLABORATION" POSTS TO SHOW UP ON BOTH PROFILES



10 POSTS PER WEEK ON STARBUCKS ACCOUNT



15 TWEETS PER WEEK ON STARBUCKS ACCOUNT



15 THREAD POSTS PER WEEK ON STARBUCKS ACCOUNT



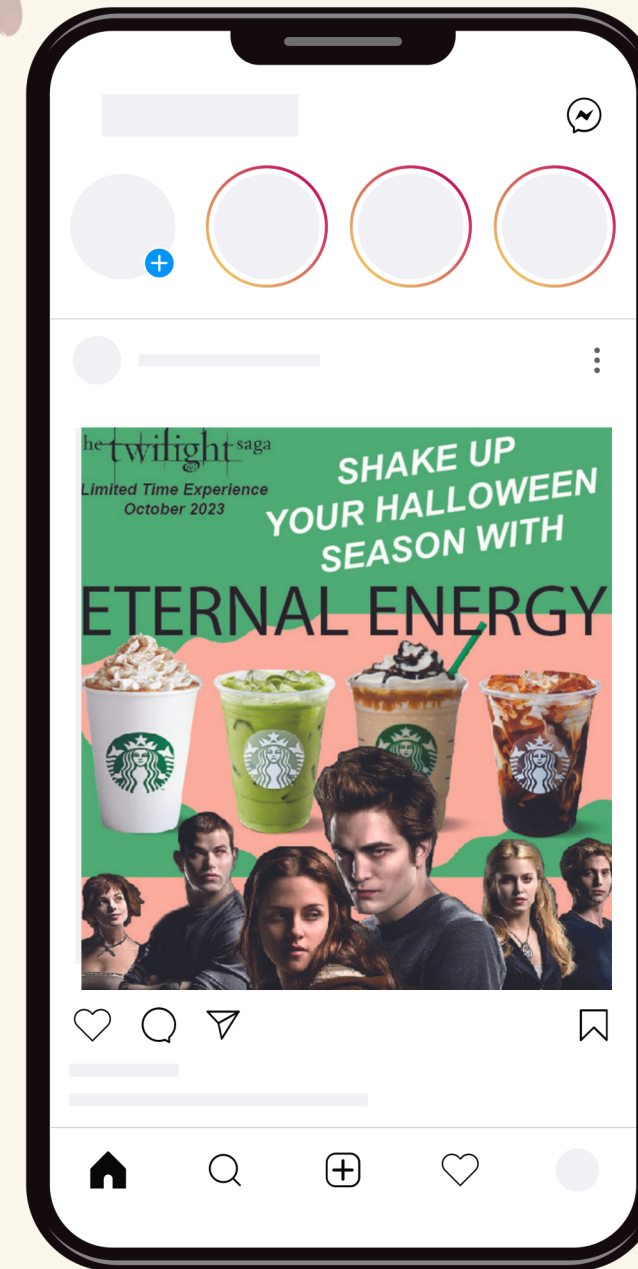
DAILY (MON-FRI) MONITORING OF REDDIT FOR CUSTOMER CONVERSATIONS & FEEDBACK

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CONTENT



COPY:

ARE YOU GUYS READY FOR
OUR LIMITED DRINK
EXPERIENCE?! ENHANCE
YOUR SPOOKY SEASON
WITH
#STARBUCKSETERNALENERGY
WHICH TWILIGHT
CHARACTER ARE YOU?

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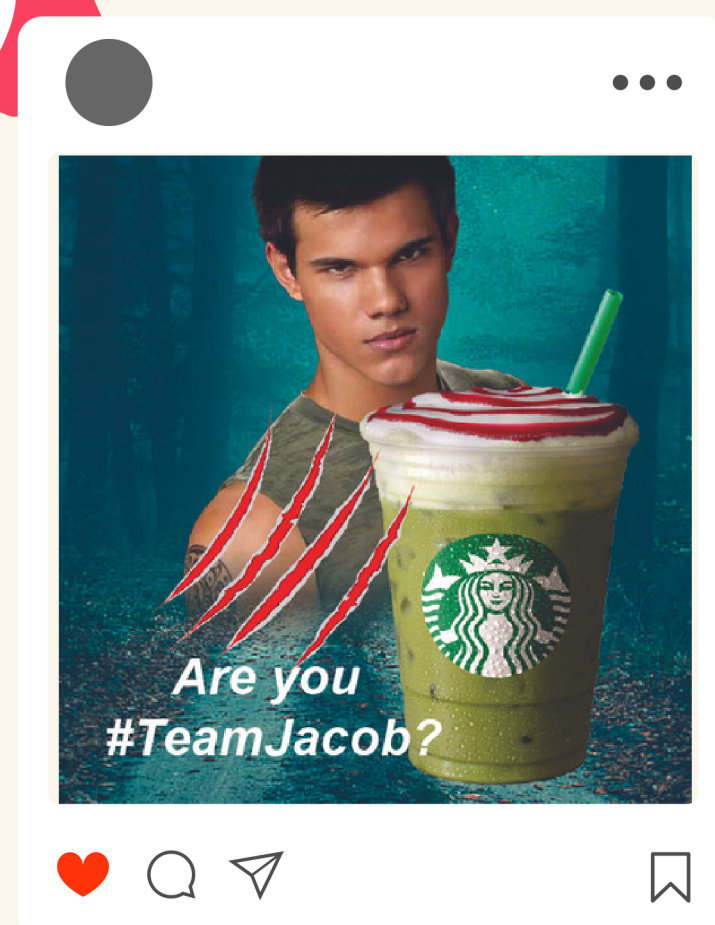


INSTAGRAM POSTS



COPY:

DO YOU PREFER VAMPIRES TO WOLVES? TRY #TEAMEDWARD 'S HOT COCOA WITH A SURPRISE TWIST DURING THE MONTH OF OCTOBER WITH #STARBUCKSETERNALENERGY



COPY:

IF YOU LOVE THIS HOMETOWN HOTTIE, YOU BETTER TRY THIS REFRESHING #STARBUCKSETERNALENERGY MATCHA MIX

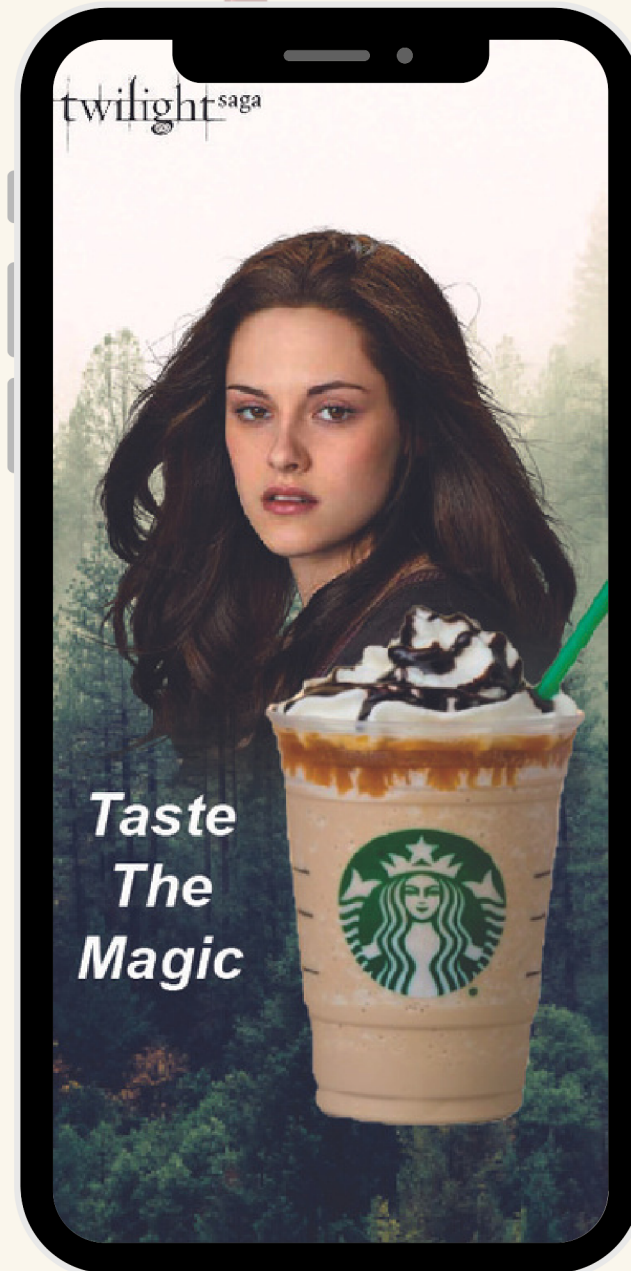
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INSTAGRAM STORIES

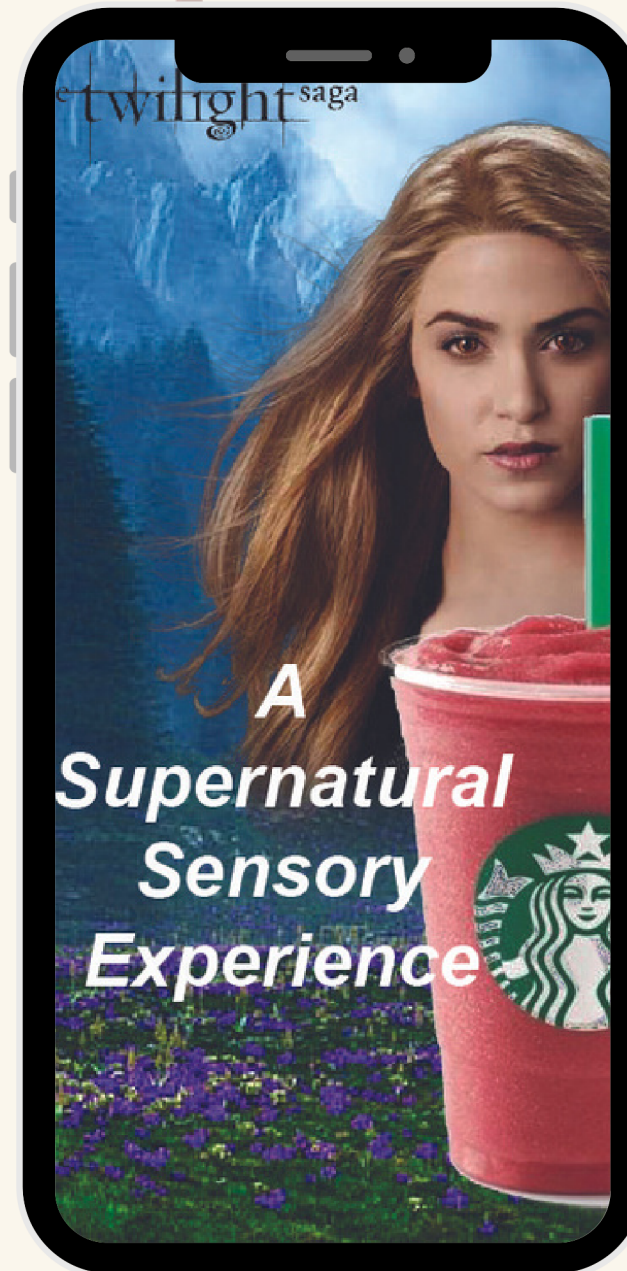
TAG:

@KRISTENSTEWART
@STARBUCKS
@TWILIGHT



TAG:

@NIKKIREED
@STARBUCKS
@TWILIGHT



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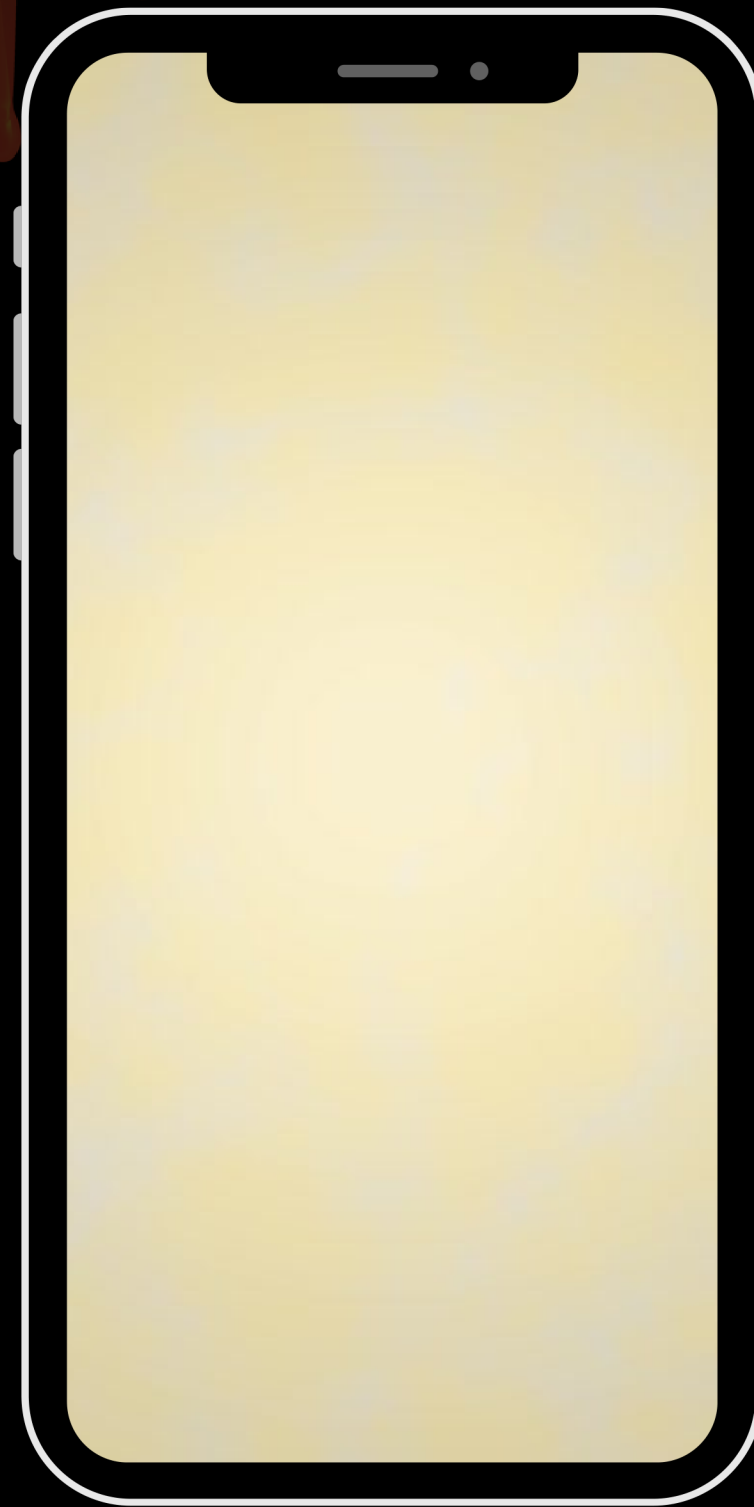
CRESTIVE MATTERS

DELIVERABLES

VIDEO CONTENT

HASHTAGS #ETERNALENERGY
#STARBUCKSETERNALENERGY

FOR USE ON INSTAGRAM OR TIKTOK



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got questions?

Q + A

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