



TM

ADAM
BROTMAN

chief digital officer

ESTABLISHED 1971



Ideas so far

Search Ideas



PRODUCT IDEAS

33,054	Coffee & Espresso Drinks
3,396	Frappuccino® Beverages
9,679	Tea & Other Drinks
15,139	Food
7,976	Merchandise & Music
16,249	Starbucks Card
2,867	New Technology
10,677	Other Product Ideas

EXPERIENCE IDEAS



5 years | 275 ideas launched

Unprecedented combination of digital assets



Digital Advertising



Social Media



Web & Mobile



Loyalty



Starbucks Card

Starbucks Free Pastry Day: July 21, 2009

[← Events](#)[+ Join](#)[Maybe](#)

Public · By Starbucks



Tuesday, July 21, 2009

5:00am until 10:30am

At participating US Starbucks stores,

We're making a change: your food not only tastes better, it is better. To celebrate, we're inviting you to bring this invitation to a participating U.S. Starbucks store to enjoy a FREE pastry* from opening** until 10:30am on July 21st, 2009 (while supplies last) with the purchase of any beverage*.

Click to print your invitation:

http://www.starbucks.com/retail/print_free_pastry.html

...See More

Social Media | 1 million participated & 500,000 fans added



Ability to
reach over
1 billion
people
on Facebook

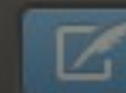
Social Media | 54M global Facebook fans

 Sara Lindley retweeted

 **Makayla Ann** @makaylapayne... 24m
If you surprise me with Starbucks or food just know that you made my day.

[Details](#)

Twitter | 3.4M followers



Tweets



Following



Followers



Favorites



Lists

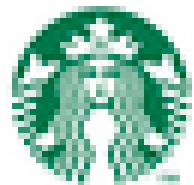


Starbucks Coffee ✓

@Starbucks

Freshly brewed tweets from Paige & Archana at Starbucks.

Seattle, WA · <http://www.starbucks.com>

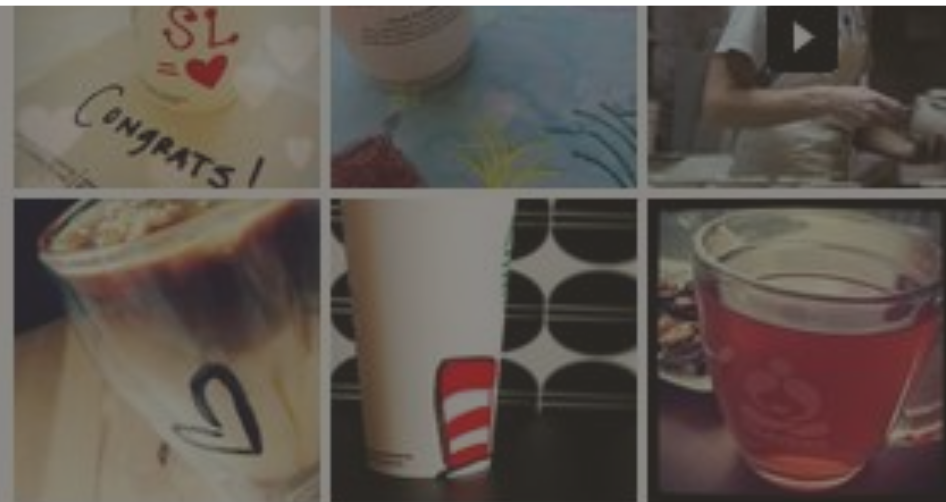


Starbucks Coffee @Starbucks

17 May

:)

Expand



Tweets All / No replies



Starbucks Coffee @Starbucks

Mar 11

Amazing artwork from @Philinthecircle — we're honored to be part of it. pinterest.com/pin/2540318537...

Expand



Starbucks Coffee @Starbucks

Mar 10

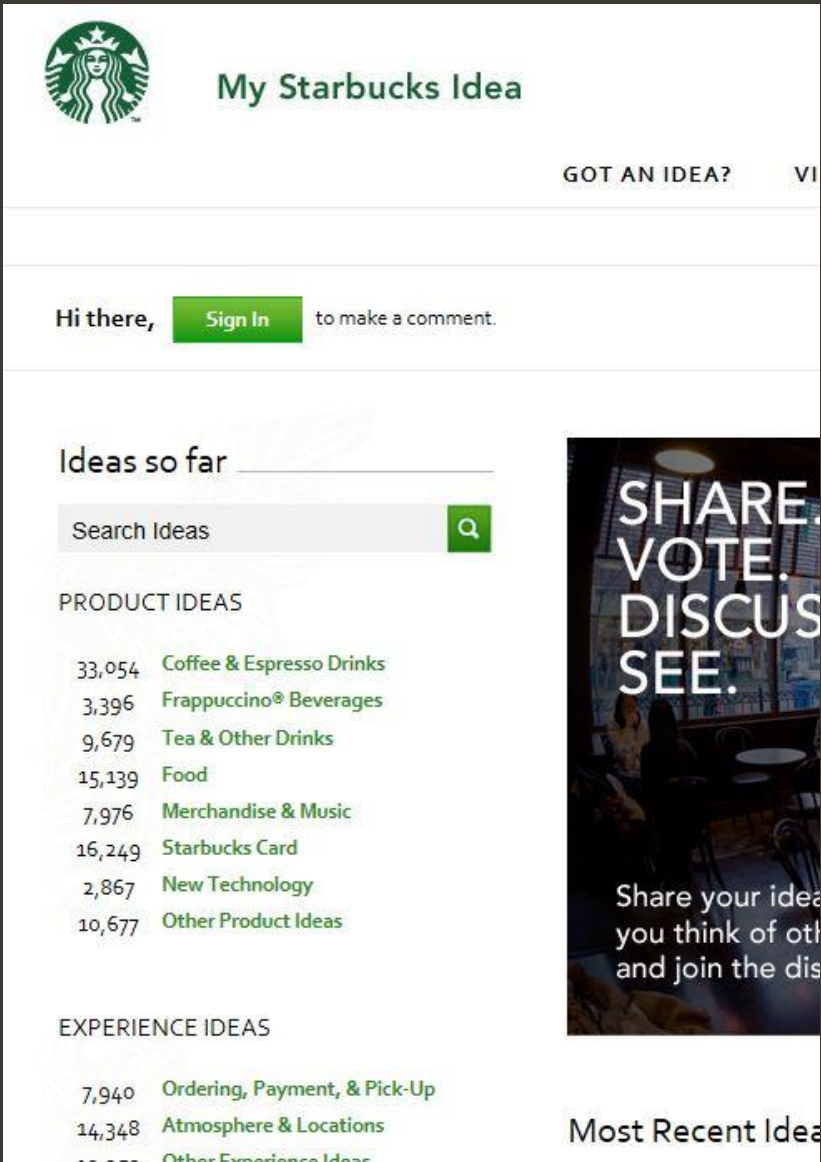
Plant a kiss. Watch it grow. #TWISI pic.twitter.com/0sMDpRe1BJ

Twitter | 1,508 Retweets • 272 Favorites

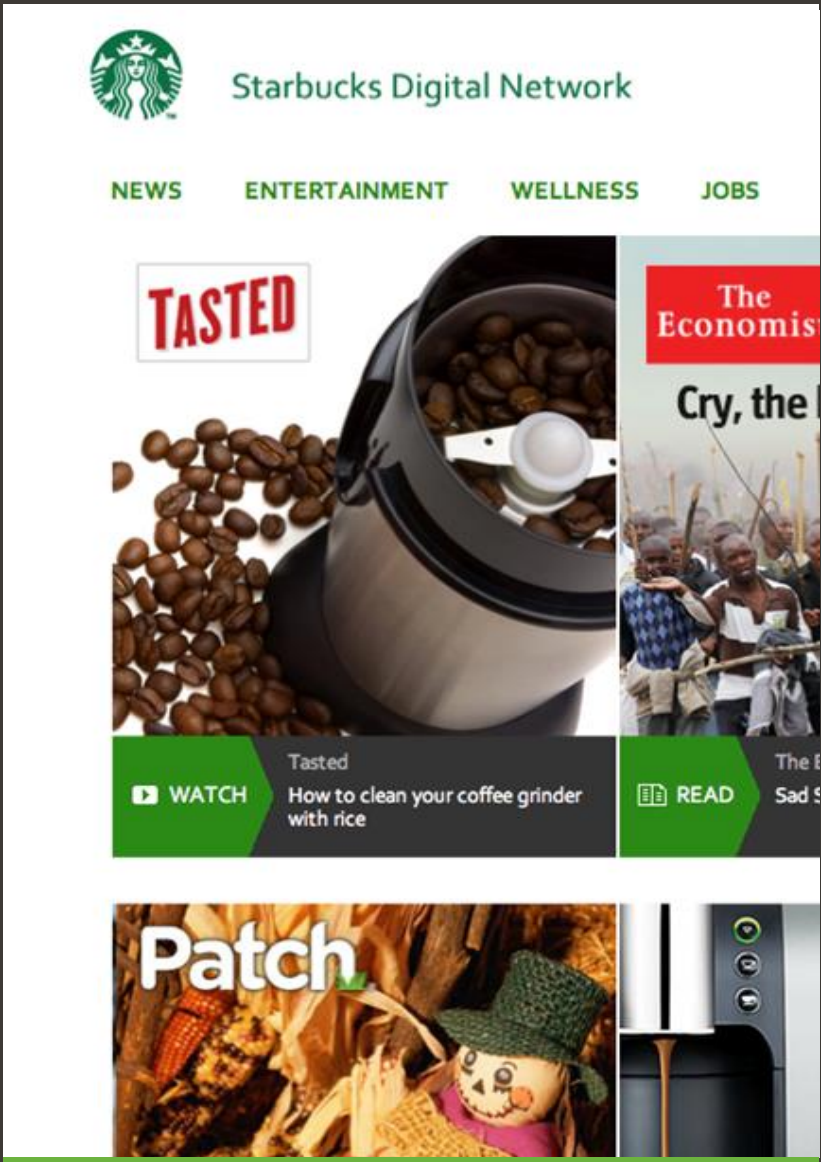
Our Web Sites and Mobile Applications - 34.8 million visitors



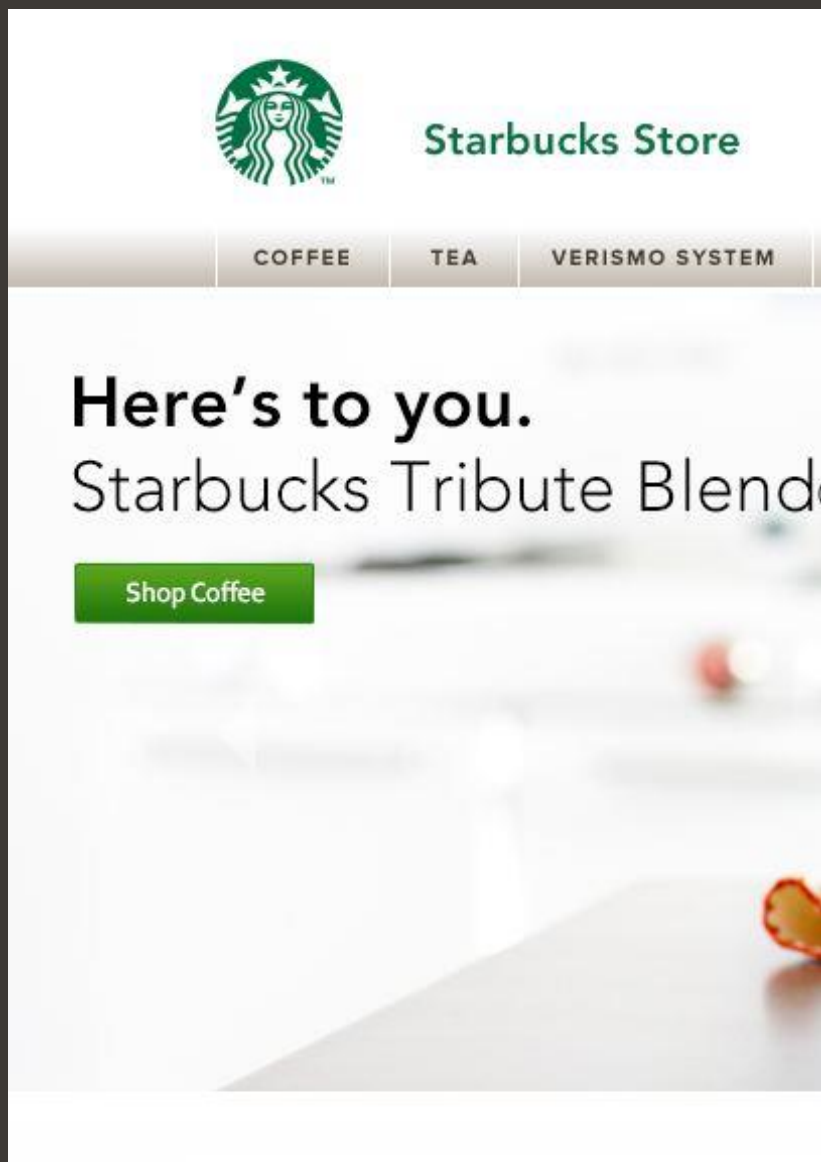
Starbucks.com



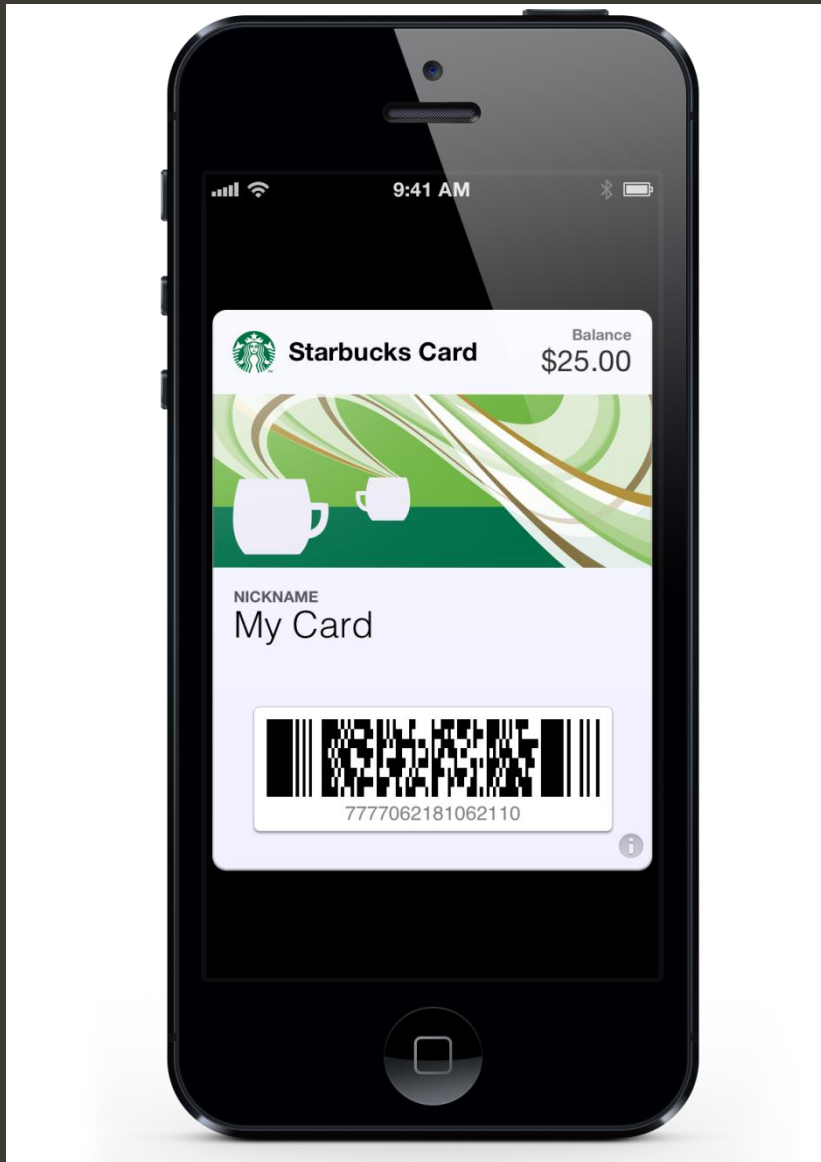
My Starbucks Idea



Starbucks Digital Network



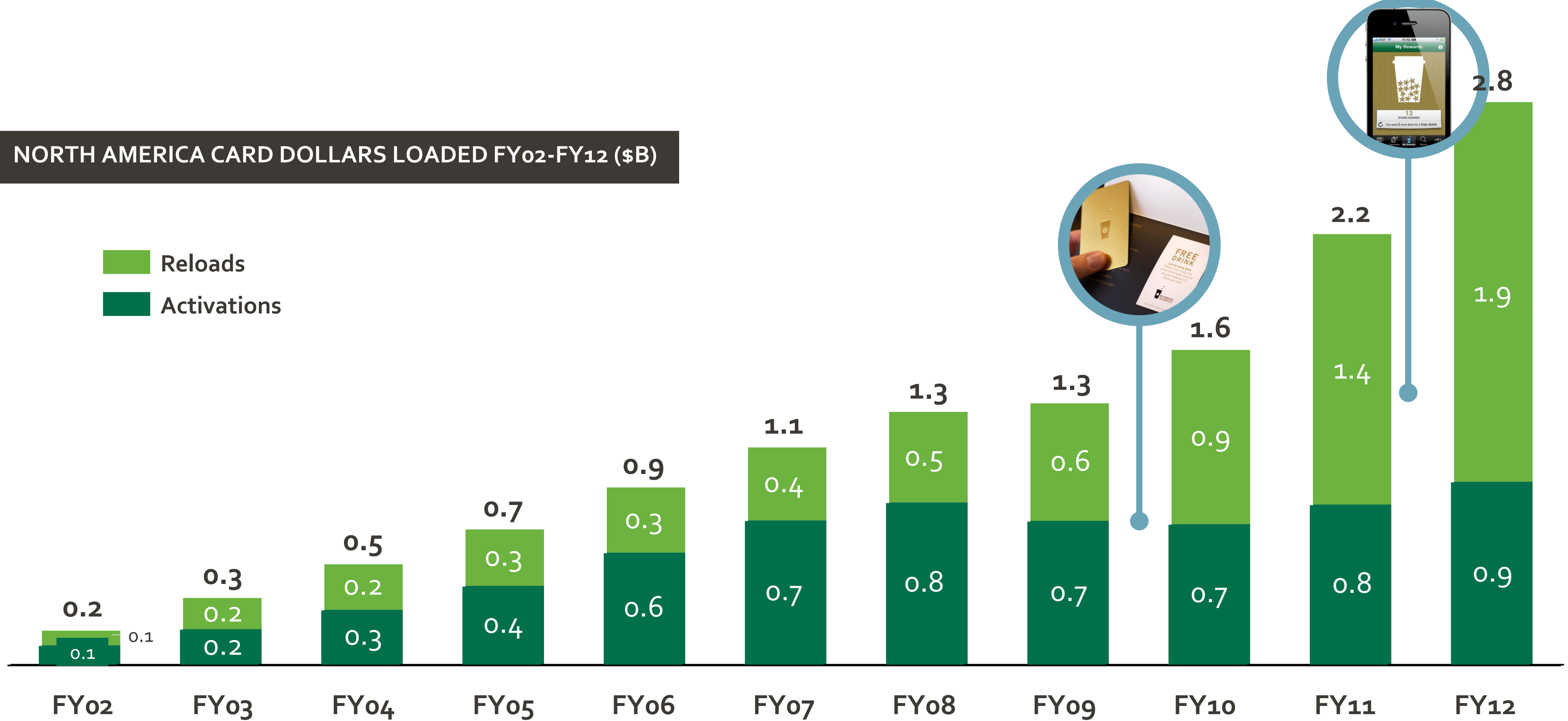
E-Commerce



Mobile

NORTH AMERICA CARD DOLLARS LOADED FY02-FY12 (\$B)

Reloads
Activations



Starbucks Card Growth



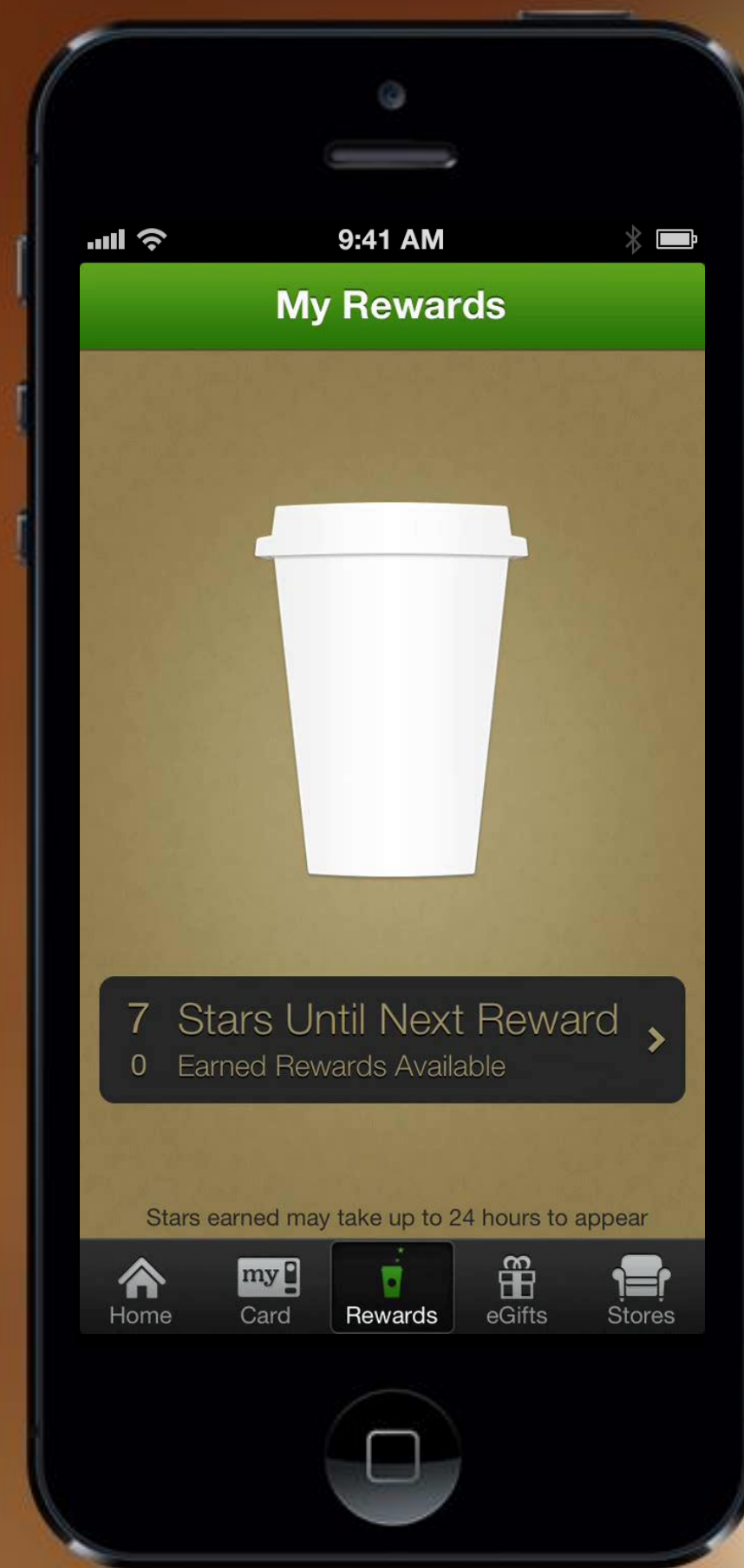
Over
30%
of in-store
transactions
are pre-paid

Starbucks Card | \$3B in FY12 Card loads • 1 in 10 US Adults received a Starbucks Card during this past Holiday

4.5M
active MSR
Members
(Oct 2012)



9M
active MSR
Members
(Oct 2013)



Adding
~80K
new members
per week

Loyalty | 6M Active today • 1.3M stars earned daily

Global Starbucks Card/Loyalty Growth

% OF TENDER

Canada: 32%

United States: 30%

United Kingdom: 12%

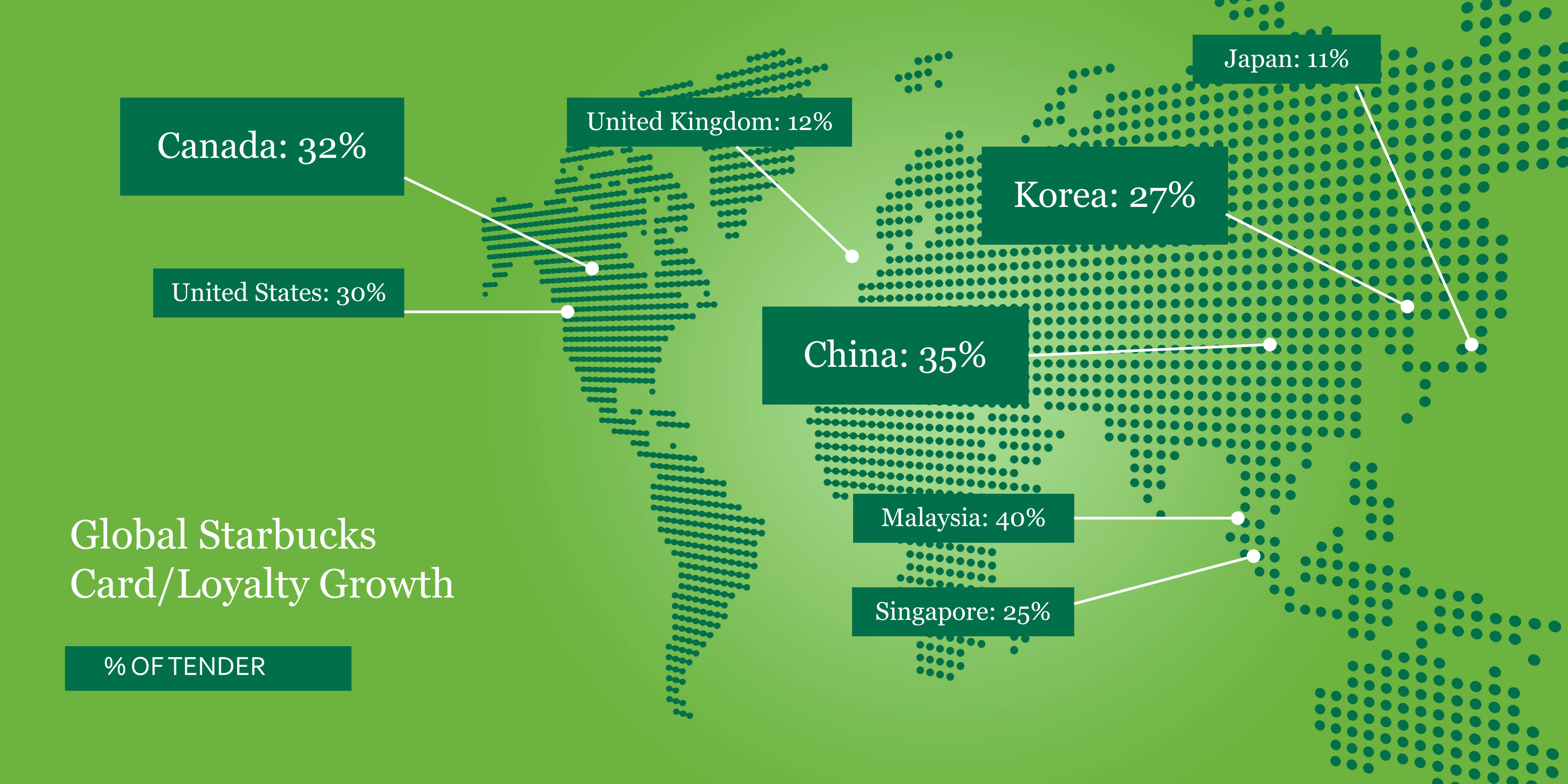
China: 35%

Korea: 27%

Japan: 11%

Malaysia: 40%

Singapore: 25%







~3M
mobile payment
transactions
per week

Adding
~100K
app downloads
per week

Mobile Payment | Will be 10% of tender by end of year • 10M active mobile users



+



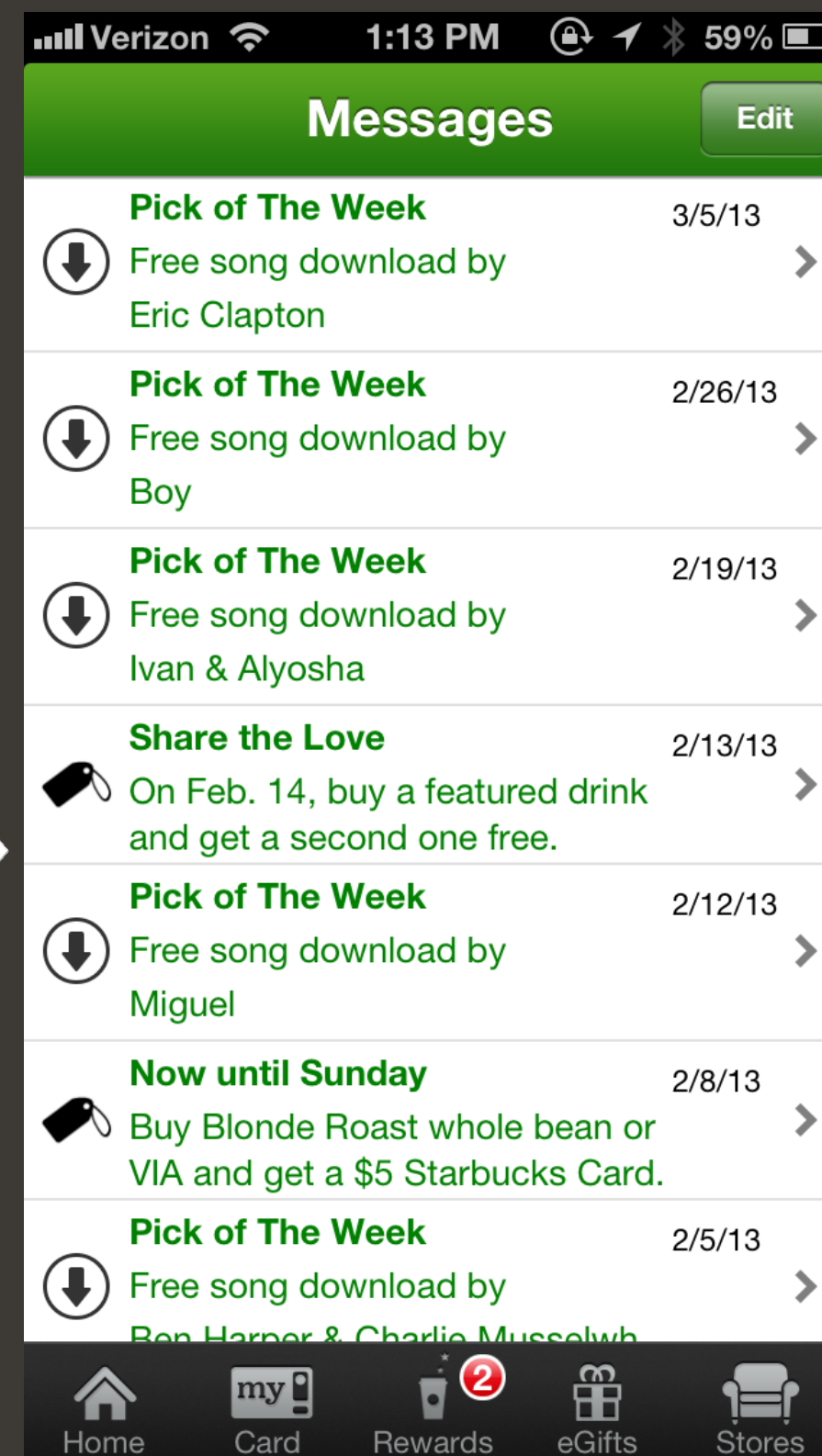
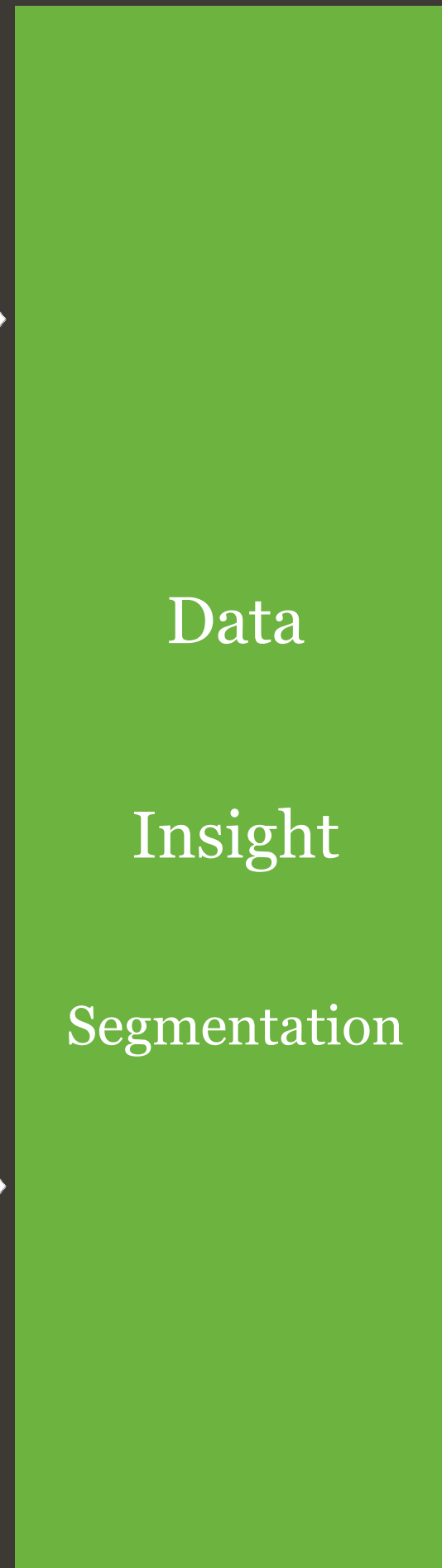
Groundbreaking
partnership with
Square



Loyalty



Starbucks Card



Email & Mobile
Inbox



Digital Advertising



Social Media



TEAVANA

Cross-brand
card and
loyalty



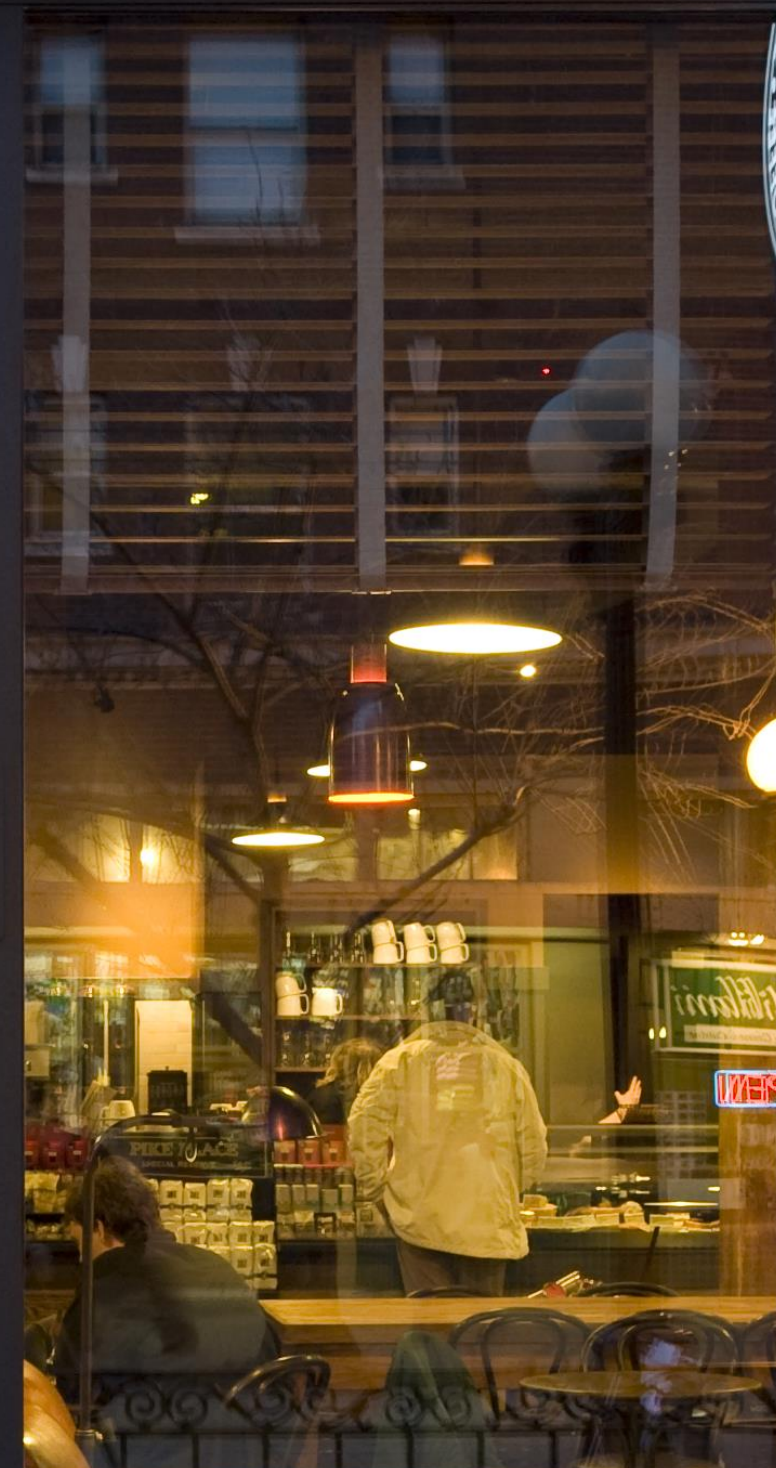
My Starbucks Rewards | Cross-Brand Extension – starting in April



My Starbucks
Rewards™
cross-channel
loyalty

My Starbucks Rewards | Expansion into Grocery – starting in May

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