

COMPETITOR ANALYSIS

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7Brew Coffee | 1234 BARISTA DRIVE

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Date: 4/13/2024

To: 7Brew Social Media and Marketing Department

From: Grace Houle, Media Analyst

Subject: A Recommendation Report for Instagram Marketing Approaches

Executive summary

Purpose:

The following document contains a recommendation report for the marketing team at 7Brew Coffee, specifically pertaining to social media tactics on Instagram. The report outlines an investigation into the online methods Starbucks uses to increase user engagement and sales. The goal is to gain insight into what methods produce the highest levels of customer interaction and influence in-store visits.

Overview:

Starbucks Content

1. *Expand to new types of “drink markets”.*
 - a. Alcoholic Drink Line.
2. *Embrace pop-culture tastes.*
 - a. Introduction of special flavors.
3. *Introduce upcoming seasonal changes.*
 - a. Changes to ad style/design for Spring promotional.

7Brew Coffee Content

1. *Rewards program.*
 - a. References to current events.
2. *Secret menu options.*
 - a. Drink color pallet.
3. *Monthly Flavor*
 - a. iSpy drink search

Introduction

Creating the near perfect social media post is a difficult task to be dealt but not impossible. Throughout the analysis of both Starbucks and 7Brew Instagram, both companies use similar methods of advertising, however, there is a notable difference in the style and design choices made by the two different marketing departments.

To provide an accurate comparison of both companies' Instagram advertising methods, I will address three social media posts from both 7Brew Coffee and Starbucks. To determine the most efficient marketing options I will examine the intended purpose, target audience, design strategies, and engagement response of each of the six posts. This analysis will help determine what is the most beneficial type of advertisement on Instagram for this type of business. The analysis will also inform the 7Brew Coffee marketing team as to which tactics are working and which tactics are less beneficial for the company.

While exploring the Starbucks Instagram presence, there were notable trends in themes based around holidays and seasons. There is a lot of consistency in color choices and in the settings/backgrounds of each post. When scrolling through the Starbucks feed, there is a wide variety of media types ranging from typical photo advertisements to pathos advertising. The pathos approach appeals to customers' emotions and the feeling they get when they step into a Starbucks retail store.

In a similar fashion, the 7Brew Instagram uses a sense of community conveyed through pictures of friends, beaming employees, and shoutouts to customers who post with their drink. The overall Instagram feed is full of a combination of bold text, bright colors, and people sharing drinks. When advertising new and monthly drinks, the background is typically a bright solid color or a reference to one of the individual stands.

Although there are stark differences to the appearance of both Instagram accounts, each one highlights the personality of the company. 7Brew's approach is much more energetic and bolder, while Starbucks tends to stick to pastels and contemporary designs. The goals of 7brew's Instagram tend to cater to a younger audience, whereas Starbucks appeals to a more sophisticated or mature audience.

The 7Brew Coffee social media team does a great job of bringing the in-person experience online, however, customer interaction levels are considerably low. The low levels make sense for a newer company, but given the target growth of 7Brew, the social media team should be aiming for a much higher amount of engagement. The analysis conducted reveals tactics to reach new goals and attain a greater online presence.

Competitor Social Media Analysis

To better understand the design and marketing methods behind Starbucks Instagram advertisements, I have analyzed a series of the Starbucks posts to see what choices they made and why. The different posts use several approaches to attract various audiences and evoke certain feelings.

Post #1:

Purpose:

- This 1st advertisement promotes the Starbucks Reserve Roasteries which were opened in 2018.

Audience:

- In this post, Starbucks is targeting audiences aged 21+ by crafting alcoholic drinks that incorporate the company's existing coffee brand. Starbucks wants to reach a more sophisticated atmosphere and audience.

Strategies:

1. Within the ad there is a warm color pallet that complements the natural color of the drinks.
 - o The caption plays into the color choices by using words such as "spicy" and "hot".
2. There is no text other than the modern logo of the Starbucks Reserves, which gives the post an elegant vibe.

Engagement Response:

- The Starbucks team has made the number of likes not visible, however the number of comments on the post were over 300.
 - o This type of interaction, in comparison with other posts, indicates that these drinks are more popular and exciting than the other drink Starbucks has advertised.



Post #2:

Purpose:

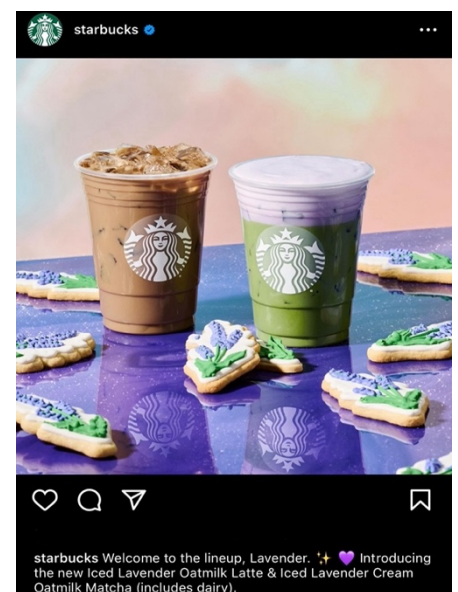
- Revealing the newest drinks and flavor options for coffees, matcha, and cold foam.
- Tap into flavors that have recently become more popular.
- To expand selection/show menu diversity.

Audience:

- The target audience for this post is very general, however the matcha/lavender option most likely caters to a younger audience.
- The pastel-colored drinks may be more common amongst a feminine audience.

Strategies:

- The colors and flavors of the drinks are bright pastels and associated with springtime.



- The marketing team also utilizes a similar color scheme for the background and lavender cookies that further convey the spring theme.
- For marketing purposes, the Starbucks logo is front and center on the cups. The lack of text makes the ad feel lighter and airier.
- There are also dairy-free options available which make the drink an option for more customers.

Engagement Response:

- The number of likes has been hidden by Starbucks, but the comments are over 3,200.
 - The high levels of engagement reveal the popularity of not only the drinks but the presentation of the ad as well.

Post #3:

Purpose:

- Now that Starbucks has moved into their spring promotional, the social media is pushing refreshing drinks as well as the “spring-clean” mindset.

Audience:

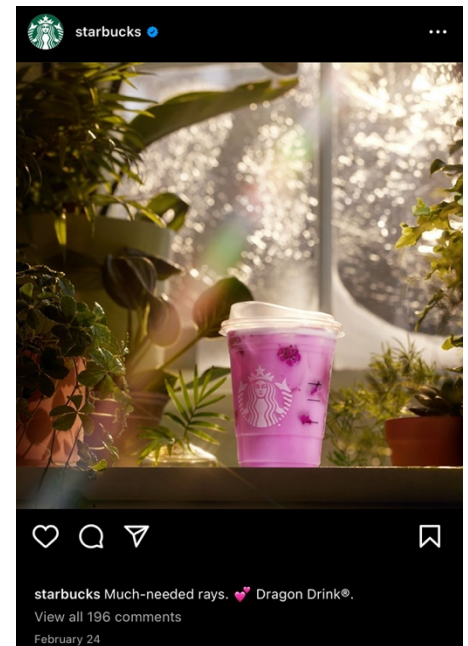
- The target audience varies because their goal is to start getting all Starbucks customers to start ordering the spring menu.

Strategies:

- The social media team does this by using a lush, green background that symbolizes the new season and the feeling Starbucks wants to convey with the Dragon Drink; revitalized or refreshed.
 - This ad also “responds” to a post Starbucks made at the beginning of the month with a similar pink drink, but a snowy backdrop.
- The natural colors in the background also contrast the bright pink of the drink and make it stand out in the ad, your eyes then follow to the rainbow rays of sunshine peeking through the window.
 - The social media team then uses these visual tactics to create fun wordplay in the caption. Which then circles back the idea of “new, warm weather”.

Engagement Response:

- Although this post had low levels of engagement, this post is still beneficial to marketing as an introduction to the spring drinks that Starbucks will be offering.
- It is important to create a continuous theme through the Instagram feed. This approach creates a division between new “eras”.



7Brew Social Media Analysis

Post #1:

Purpose:

- 7Brew wants to create buzz surrounding their points system by incorporating current events.
- Knowing that March Madness is a popular U.S. event, the marketing team has utilized that popularity to create excitement about different drinks and rewards.

Audience:

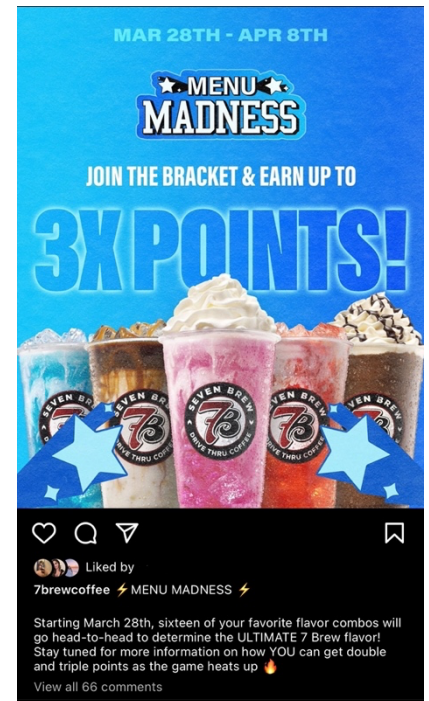
- Since March Madness is well-known to all age groups, the target audience starts out broad.
- However, it will mostly be customers who are familiar with the bracket system that get the most use out of this promotional.

Strategies:

- Utilize bright, vibrant colors.
- Bold, large text, in a variety of fonts.
- Pictures of drink possibilities to inspire customers.
- Offering 3x more points per drink involved in Menu Madness

Engagement Response:

- Although there are high levels of customer interaction on this post compared to others, 66 comments is still very small.
- 7Brew has likes turned off, so we are unable to see how many people liked it but may not have commented.



Post #2:

Purpose:

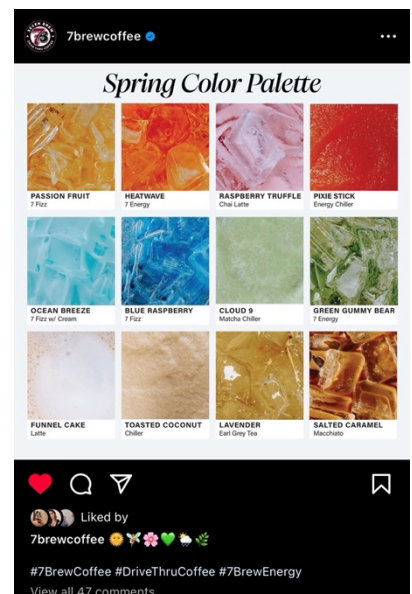
- This advertisement is a create way to display the secret menu flavor options.

Audience:

- The target audience for this post is very broad because there are not many factors that limit the type of person that this ad could appeal to.
- By presenting the different flavors in this format, this post could entice artists, people attracted to bright colors, etc.

Strategies:

- A color pallet is used to represent the different flavors and their potential drinks.
- The gradient of colors allows users eyes to follow along the page.
- The uniformity and balance of the ad create a sense of completeness.



- This is a unique way to advertise the secret menu without directly providing images of drinks.
- Hashtags in the caption boost the traffic on this post whenever users look up the phrases in the Instagram search bar.

Engagement Response:

- There are a few comments on this post which could be a result of the non-strict adherence to a specific audience.
- Customers may find that this post does not speak specifically to them, so there is no reason to comment or share to their story.
- The caption is also not engaging.

Post #3:

Purpose:

- Reveal the newest monthly drink flavor option.
- Reference an older game (iSpy) or Where's Waldo, to evoke nostalgia.

Audience:

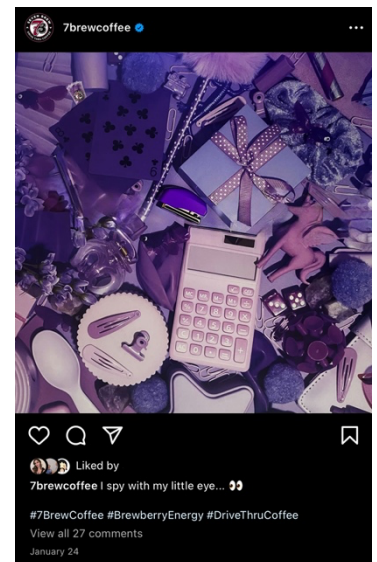
- The reference to older games is targeting the audience that used to play this game playing up.
- The customers may be in a middle age group, but most likely those that are 18-35 years old.

Strategies:

- Staying on theme with the color of the drink and making every item a shade of purple.
- The monochrome makes it more difficult to find the hidden drink, so it gets users to spend more time searching and then spend more time on the advertisement.

Engagement Response:

- Advertisement #3 tried an interesting approach to getting users to engage, but in a world of instant gratification, customers have very little patience.
- Instead of getting large amounts of comments and interactions, this post has the lowest amount of engagement.



Conclusion

Overall, the Starbucks social media and marketing team is adept at advertising to a variety of audiences. They also lean into the season of the year to envision drink ideas and presentations for posts. The captions play an important role in outlining the theme of the post, while staying short and sweet. The social media team utilizes soft color choices to create a comforting and relaxing atmosphere. The goal is to transfer the in-person experience online, and to do these minimalist designs recreate the Starbucks experience the best. There is also a huge diversity in the types of posts that are created. Throughout all types of media, their Instagram can maintain a consistent message and mood.

A large reason for the Starbucks Instagram's high levels of engagement is a result of the way in which they present their new drink advertisements. Based on each drink, the background and accessories complement the inspiration behind the drink. For instances, if their drink contains lavender, they include elements that allude to the presence of lavender without having to use text to send the message. The graphics are detailed and contain clean lines to further give customers the appearance of being effortless. To send the idea of "It's just what we do".

The Instagram for 7Brew Coffee has some, well done advertisements that can get customers excited about new deals and flavor options. However, the atmosphere conveyed by the graphics seems to cater to a younger audience. The names of drinks are silly and sometimes come off less "refined" than the drinks created at Starbucks. In terms of pathos advertising, 7Brew heavily relies on content that reveals their pillar of "cultivating kindness". So, when they are not advertising drinks, they try to advertise the environment and energy the brew crew creates.

Recommendation

Regarding the social media and marketing team at 7Brew, I recommend two different content tactics that are sure to boost engagement levels and in-person interactions as well:

1. I suggest that the graphic design choices start to become more explicit in terms of target audience. Although it may seem that an Instagram page should be dedicated to younger audiences, society is in the age where almost everyone is on different social media platforms. When trying to target older audiences, the loud, high-energy atmosphere that 7Brew typically tries to create, is not beneficial. We can create posts geared towards this demographic by introducing softer colors, lines, and backgrounds. For instance, instead of using a solid, bright, red backdrop to represent the "Cherry Blossom" flavor, lean into the calming, natural environment that is typically envisioned when cherry blossoms are mentioned. This tactic does not constrain 7Brew to one target audience.
2. In addition to generating more audience specific ads, 7Brew should also become more creative in their captions. The current captions are not exciting to users and do not encourage customers to comment on the post. Comments are an especially important metric of engagement for 7Brew because they have the number of likes hidden. By generating more buzz in the comments, people scrolling past the post are more likely to want to investigate further. The social media team can use "new age" lingo or phrases to also drum up user interactions. It would also be beneficial to include more details about the drinks in the captions, this allows customers to know exactly what they are ordering.