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# Project Implementation

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# Brand Knowledge



Starbucks is a renowned global coffeehouse chain known for its specialty coffee, espresso beverages, and a wide range of food items. Founded in 1971 in Seattle, Washington, Starbucks has grown to become one of the world's most recognizable coffee brands, with thousands of locations worldwide. It is known for its commitment to quality coffee sourcing, ethical practices, and creating a welcoming atmosphere for customers to enjoy their coffee. Starbucks offers a diverse menu that includes various coffee blends, teas, pastries, sandwiches, and more, making it a popular destination for coffee lovers and a place to work or socialize.

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# AIDA Formula

Attention, Interest of the Customer, Desire, and Action

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# Headline

**FLASHTEMBER Returns!**

## Sub-Headline

Celebrate Autumn in Style with Exclusive Starbucks Merchandise: Enjoy Up to 70% Off!

## Call to Action

Hurry, Act Fast – Limited Stock Available! Secure Yours Today!

# Caption:

**Fall is just around the corner! Grab your** favorite autumn-inspired tumbler and savor Starbucks coffee in style. Enjoy discounts of up to 70%! Act now, as this exclusive offer won't last forever. Hurry, secure your preferred tumbler today, and unleash extra savings with your Starbucks Card!

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## Headline

Trick or treat? SPOOKTOBER is brewing up a BOO-tiful surprise!

## Sub-Headline

Double the Halloween fun! In SPOOKTOBER, buy two spooky sips, and only pay for one!

## Call to Action

Opportunities won't wait forever, so seize them while you can!

## Caption:

Brew-tiful moments await! Join us for a Spooktacular Starbucks Halloween celebration! Only in SPOOKTOBER, share the Halloween spirit with a friend and enjoy special drinks, paying for just one!

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# FAB Formula

Features, Advantages, and Benefits

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# Headline

Starbucks Signature Espresso – Your Perfect Start to the Day!

# Sub-Headline

(Insert the Coffee Picture)

“Why is it the Perfect Start to Your Day?”

Because Our Signature Espresso:

1. Handcrafted from Premium Arabica Beans
2. Artisanal Roasting for Deep Richness
3. Expertly Brewed for Consistent Perfection

# Call to Action

Don't Delay Your Perfect Coffee – Grab It Now!

# Caption:

Exclusively for you: Starbucks Signature Espresso, the perfect start to your day! Crafted with premium Arabica beans, artisanally roasted for richness, and brewed to perfection in every sip – guaranteed to brighten your day! Don't miss your chance to enjoy a fabulous 20% discount with the Starbucks Card. Available every day from 8 AM to 11 AM.



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# Headline

Discover Starbucks Reserve: Elevate Your Coffee Journey to a World of Premium Flavors

## Sub-Headline

Exquisite Single-Origin Beans, Artisanal Roasting, and Unmatched Elegance Awaits

## Call to Action

Join us at Starbucks Reserve and elevate your coffee experience to the pinnacle of luxury. Sip and savor the world's finest coffees, handcrafted with meticulous care. Your journey begins here.

# Caption:

Elevate your coffee adventure to the premium level! Welcome to Starbucks Reserve, where coffee enthusiasts can relish a truly exclusive coffee experience found nowhere else. Explore diverse coffee regions and flavors, broadening your palate and coffee knowledge. Plus, savor your perfect brew in some of the world's most iconic locations, offering a premium coffee experience like no other.

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Thanks!

