

Starbucks Reserve

Brand

Starbucks Reserve

The Most Important Thing

Current brand tagline: In the name of coffee.

What is Starbucks Reserve?

Starbucks Reserve is not just a “fancier” Starbucks.

Starbucks Reserve is a relaxed and comfortable space between home and work, but upgrading every experience into premium. The company cares about the beans we use, the process we make coffee, and the experience of each customer.

Starbucks Reserve Stores are larger than regular Starbucks stores. You will find a coffee bar, where you can see the procedure of making coffee, enjoy a handcrafted beverage, and talk with a barista to learn about coffee, in Starbucks Reserve.

In Starbucks Reserve, all your five senses are heightened. You see the process of how beans turn into a cup of coffee, you smell the coffee all over the store, you hear the steam, you taste the freshly brewed coffee, and you can even learn about your choice of coffee.

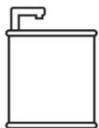
There are two experiences at Starbucks Reserve:

Starbucks Reserve Roasteries (5 roasteries, Seattle, Shanghai, Milano, New York, Tokyo, and one in Chicago coming soon), the experience stores for tasting and observing the process of brewing and roasting coffee.

Starbucks Reserve Stores carry handcrafted coffee with imaginatives. There are coffee bars in Starbucks Reserve Stores.

Starbucks Reserve is one of Starbucks’ lines that carries the rarest and most extraordinary coffees Starbucks can offer. Starbucks Reserve serves premium roasts and brews coffee and mixology drinks, including cocktails and spirit-free drinks.

Starbucks Reserve uses five different brewing methods for coffee, clover brewed, coffee press, siphon, modbar pour-over, and chemex.



Clover brewed
Using a machine to brew coffee.
Smoother taste.



Modbar pour-over
The coffee results in very clean and clear. The ratio of caffeine extraction is higher.
The most efficient way of good coffee.



Coffee press
A classic method. Retains a richer flavor.
Richer and pure coffee flavor.



Chemex
Specialized variation of the pour-over method.
Very rich, aromatic, and clean brew.



Siphon
A visual display.
Total immersion to let your grounds soak.
Smooth and clean tasting.

For further information, visit: <https://roastery.starbucks.com.cn/en/learn/brew-methods>

Besides the experience you can get at Starbucks Reserve, the baristas that work at Starbucks Reserve are what we called “Black Apron”, the coffee masters. They are trained and certified master baristas that make the best coffee.

What is the challenge?

The current challenge is brand awareness. How can we get people to know about Starbucks Reserve and differentiate it from normal Starbucks stores, including the logo.

Deliverables

The fully executed integrated campaign.

Brand character

Premium
Modern
Classy

Who is the target audience?

Male and Female
Age 25-44
Young professionals
Coffee lovers who just enjoy a cup of coffee to coffee connoisseurs.
Coffee lovers: I need a cup of coffee to wake up in the morning.
Coffee connoisseurs: I care about where the beans are from, and how the coffee is made.

Voice of tone

Comfortable
Relaxing
Premium
Innovative

Strategy

People usually grab a cup of coffee and go. They rush from home to work, and work to home. It is hard for them to sit down and just enjoy a cup of coffee and relax themselves physically and mentally. People need to take a break and relax at some point, even superman would appreciate taking a time out.

Insight: Coffee is not just a drink, it is also an art.

Reason to believe: Starbucks is not just a coffee shop, it is an experience store.