



NDRC

Source : www.crello.com

Titre : Starbucks Christmas social media campaign

Date : December 4, 2019

2. MISE EN SITUATION

Starbucks 2016 Christmas social media campaign



Situation :

You are the community manager for Starbucks U.S.A and your task is to prepare the social media campaign for the next holiday season. In order to find ideas for this year's campaign, during a meeting with your new team, you present the successful campaign and contest which were organised in 2016. You also need to give them directions and ideas to prepare the new holiday marketing campaign on social networks.

Take the following elements into account:

- New holiday Starbucks products to advertise.
- Type of campaign and organisation: advertisement, game...
- Social media platform (s) chosen
- Prize(s) for this year's online game.



2021 Starbucks's holiday drinks