



Social Media Management

# STARBUCKS

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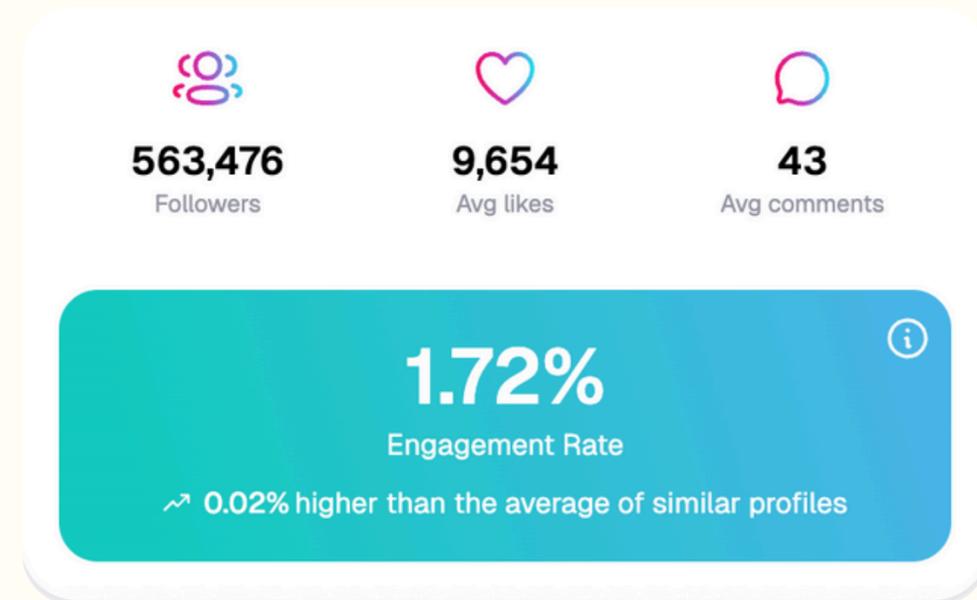


## Brand Overview

Starbucks India is a leading premium coffee house chain operated by Tata Starbucks Private Limited, a 50:50 joint venture between Starbucks Coffee Company and Tata Consumer Products. Since its launch in 2012, the brand has expanded across major Indian cities, offering a consistent global café experience with a localized touch. Known for its handcrafted beverages, premium ambience, and community-centric spaces, Starbucks India caters to urban professionals, students, and coffee enthusiasts seeking quality and comfort.

# Social Media Analysis

Instagram



**Posting Frequency:** Almost Daily  
**Content Formats:** Instagram Reels & Carousel Posts

# Social Media Analysis

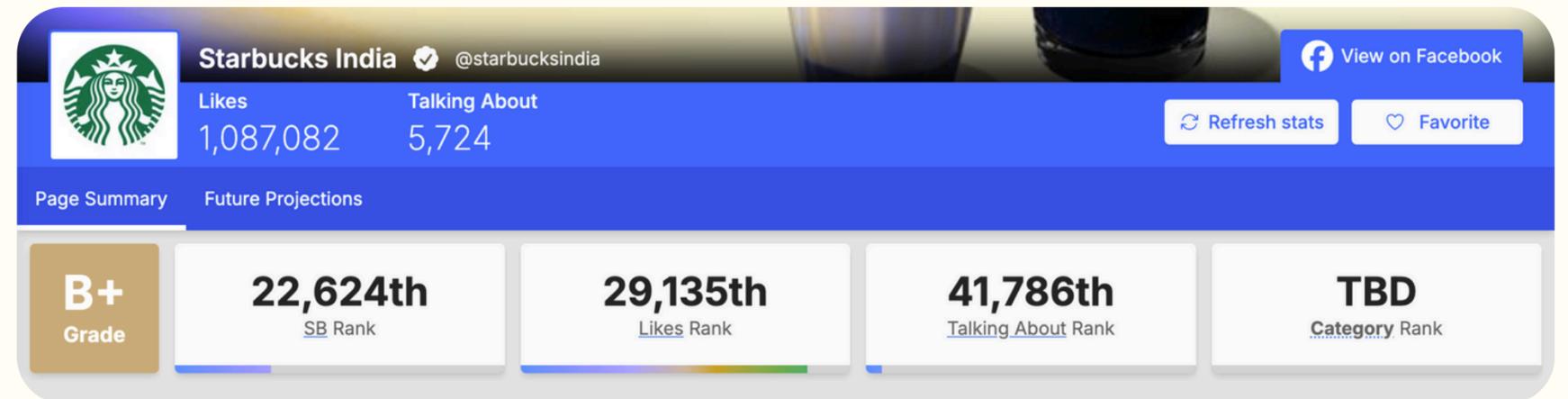
Instagram

## Most Used Hashtag's

#TakeABlondeTurn  
#FromFirstsToForever  
#StarbucksIndia

# Social Media Analysis

Facebook



**Posting Frequency:** Almost Daily  
**Content Formats:** Video's & Posts

# Social Media Analysis

Youtube



 **Starbucks India**  
@TataStarbucksIndia · 1.83K subscribers · 33 videos

At Starbucks, with every cup, every conversation, every community, we show the limitless ...more

 [View channel stats](#) 

 Starbucks India @tatastarbucksindia [View on YouTube](#)

Subscribers	Views	Videos	Created On	Refresh stats	Favorite
1.83K	42,928,206	33	November 29, 2023		

Channel Statistics | Video Statistics | Future Projections | Live Subscriber Count | Achievements | Compare

Grade	SB Rank	Subscribers Rank	Views Rank	Country Rank
<b>B</b>	83,214th	3,926th	461,157th	TBD

**Posting Frequency:** Not much Active Since Last 1 Month

**Content Formats:** Video's & YT Shorts

# Problems

- Content lacks emotional pull and interactivity.
- Gen Z desires relatable, shareable content — not just product-centric visuals.
- YouTube remains under-leveraged despite being the most consumed platform in India.

# Opportunity

- August brings two high-potential themes:
  - Monsoon (emotion-rich season; ideal for “cozy” branding)
  - Independence Day (patriotic, nostalgic, and community-driven content)
- Leverage YouTube for storytelling



AIDA Funnel Focus

# Desire Stage

Starbucks India should target the Desire stage of the AIDA funnel. Starbucks India already has strong Attention (brand recognition) and maintains Interest through regular posting. The gap lies in making followers visit the store or order online (Desire) and actually do so (Action). Thus our campaign will emphasize evocative monsoon and patriotic storytelling to fuel desire for Starbucks' limited-time menu items and then drive Action via rewards sign-ups or store visits.

Campaign Name

# Monsoon Movements

#CaffeinatedWithStarbucks



# Campaign Objective

To emotionally engage Gen Z Audience, increase interactive content across platforms, highlight Starbucks' monsoon-special offerings, and build brand love via relatable, aesthetic, and cinematic storytelling — solving the key problems of:

- Low interactivity
- Underused YouTube Platform

# Attention

Instantly capture Gen Z's eyes and hearts by creating emotionally charged, relatable monsoon-first impressions.

- Create scroll-stopping visuals that stand out in feeds and spark curiosity or amusement.
- Establish Starbucks as part of their everyday chaos and comfort narrative.

Video Link

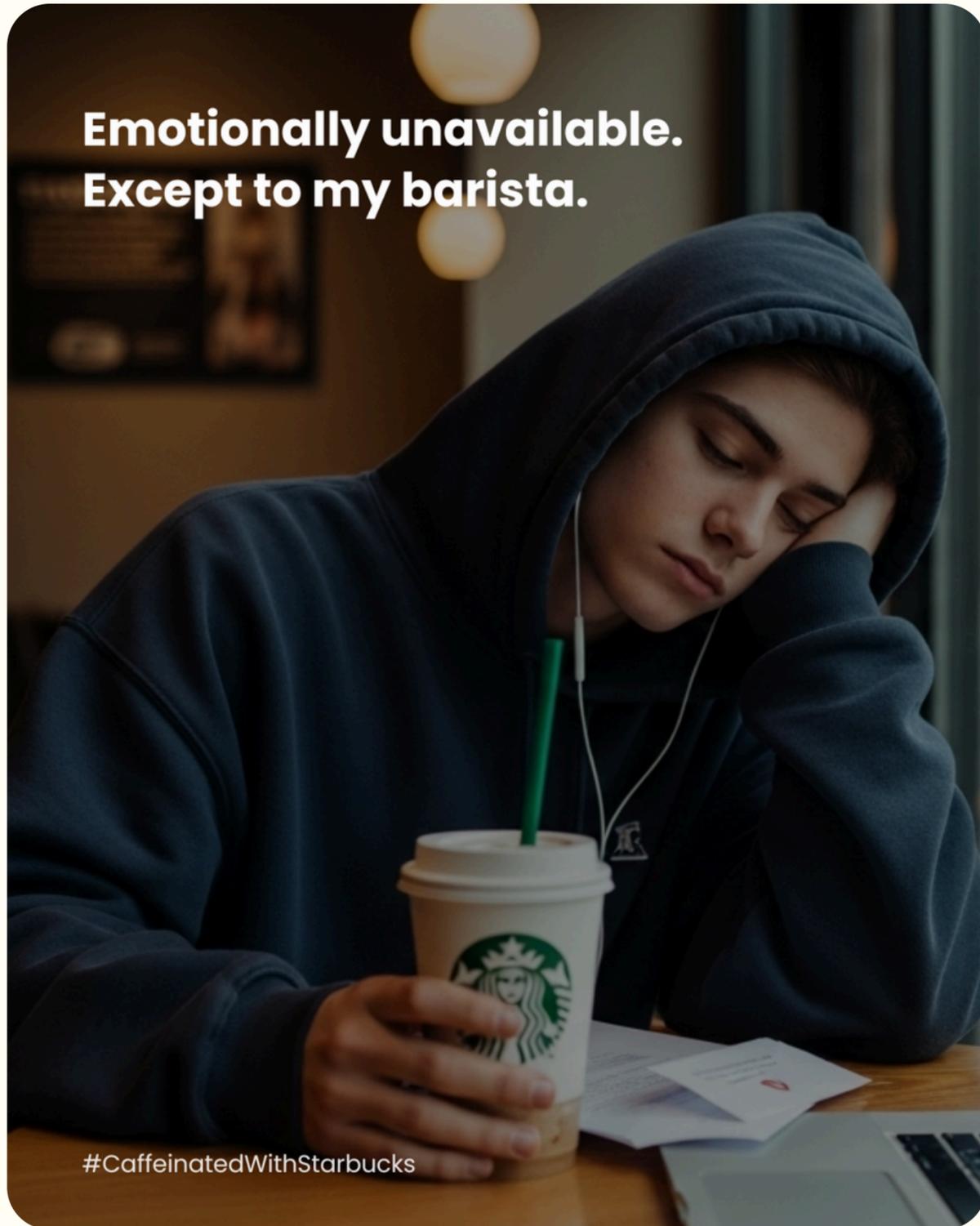


Visuals used for representation purposes only

## Caption

healing looks a lot like  
journaling, people-watching,  
and a familiar cup ☕

not raining outside, but  
definitely storming inside.  
#CaffeinatedwithStarbucks



**Emotionally unavailable.  
Except to my barista.**

#CaffeinatedWithStarbucks

## Caption

emotionally? drowned.  
academically? declining.  
aesthetically? thriving (barely).

drop a ☕ if your barista knows  
your emotional timeline better  
than your therapist.

#CaffeinatedwithStarbucks

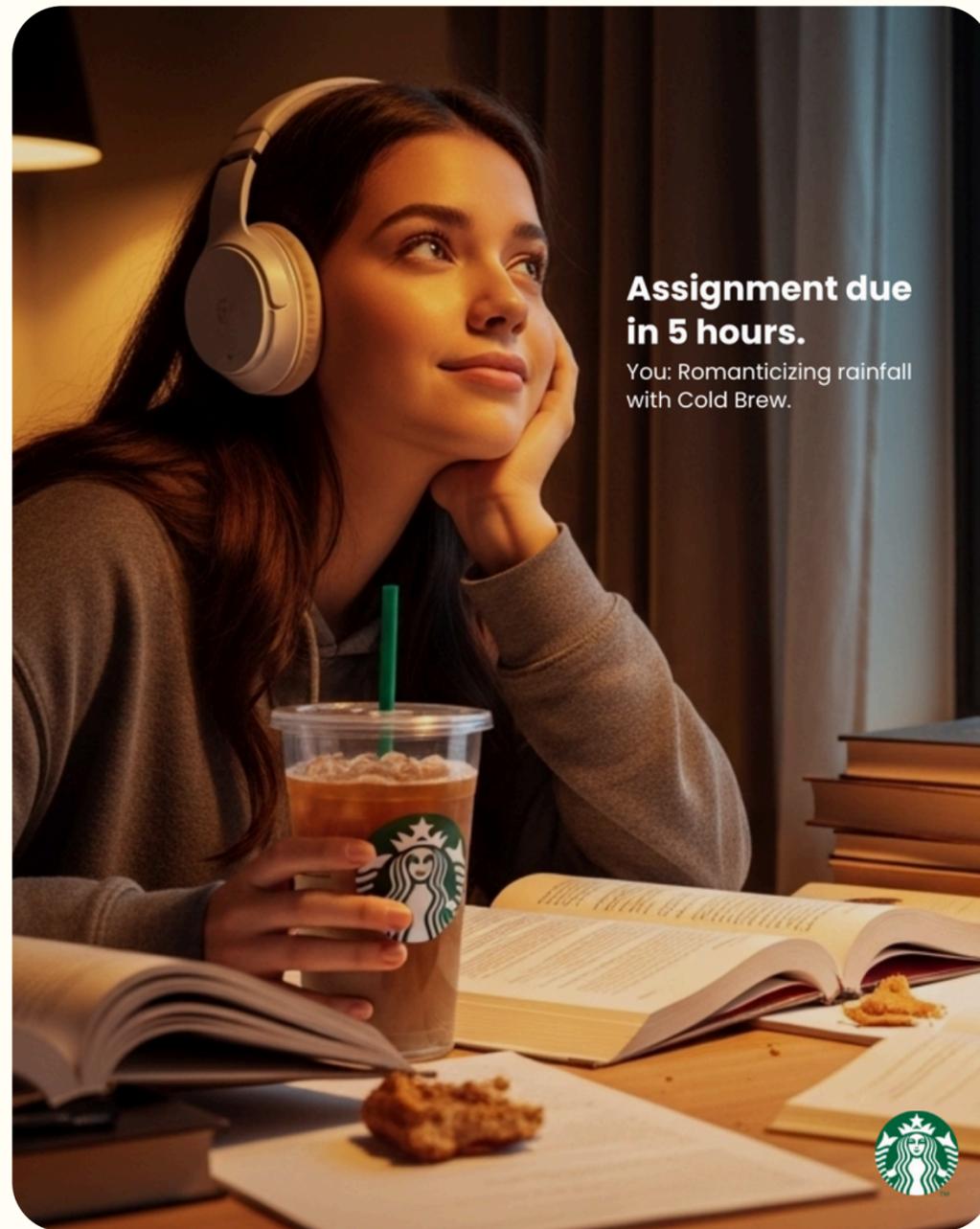
#SemesterBreakdownVibes

# Interest

- Deepen engagement by reflecting individual monsoon moods through interactive or personalized content.
- Encourage self-expression and emotional connection with Starbucks drinks as mood matches.
- Keep users engaged longer through quizzes, carousels, and story-based formats.

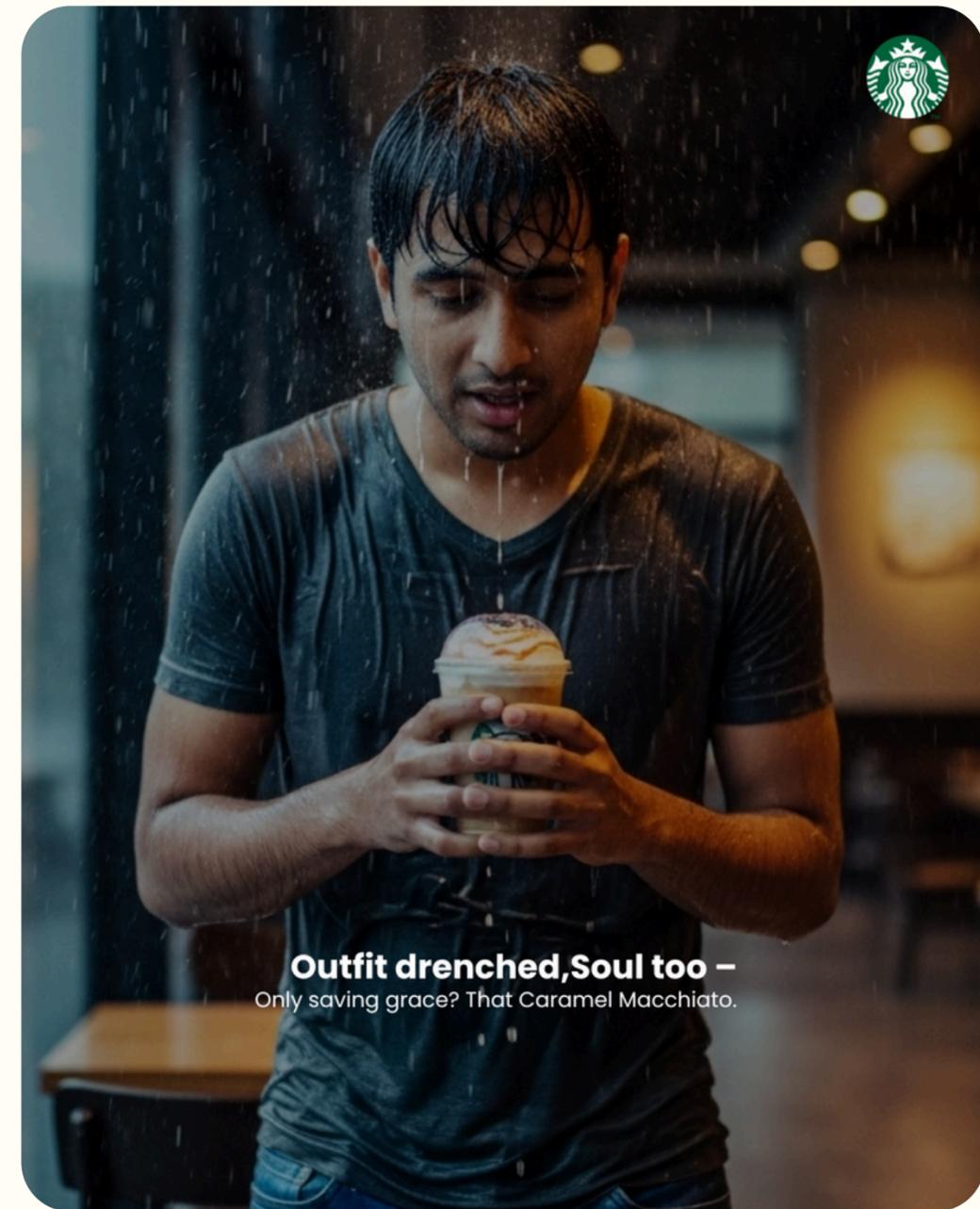


**Monsoon Semester  
is Monsooning**



**Assignment due  
in 5 hours.**

You: Romanticizing rainfall  
with Cold Brew.



**Outfit drenched, Soul too –**  
Only saving grace? That Caramel Macchiato.





**This weather is messing  
with my emotions.**

So I messed with the  
dessert menu.



**Which Slide  
are you in this  
week?**

#CaffeinatedWithStarbucks

## **Caption**

Rain's falling, grades are too.  
At least my coffee order's  
consistent.

#CaffeinatedwithStarbucks  
#GenZStruggles



## Current Relationship status?



Me & my deadlines



Me & my Cold Brew

**Chilled Coffee**  
Bold espresso • Creamy milk  
Hints of cocoa flavour

# Desire

Build emotional affinity through aesthetic indulgence and aspirational experiences.

- Visually showcase Starbucks' monsoon offerings as irresistible, aesthetic experience— not just products.
- Build aspirational appeal through in-store ambience and exclusive menu visuals.
- Spark FOMO by showing limited-time, Instagram-worthy drinks and environments.

Newly Launched

# Monsoon Special



## Caption

Don't just watch the monsoon. Taste it. We've captured the feeling of a cool, rainy day in our new Monsoon Special: The Chilled Cappuccino. Imagine bold, rich espresso mingling with creamy milk and a whisper of cocoa—a perfect, indulgent escape. Your rainy day treat has arrived.

#CaffeinatedwithStarbucks

# Action

- Motivate users to share their own monsoon moments at Starbucks using campaign hashtags.
- Create emotional ownership of the Starbucks experience through storytelling and community.
- Turn content engagement into content creation, driving user-generated buzz and loyalty.

**Peace isn't a place.  
It's this moment.**

Discover Now

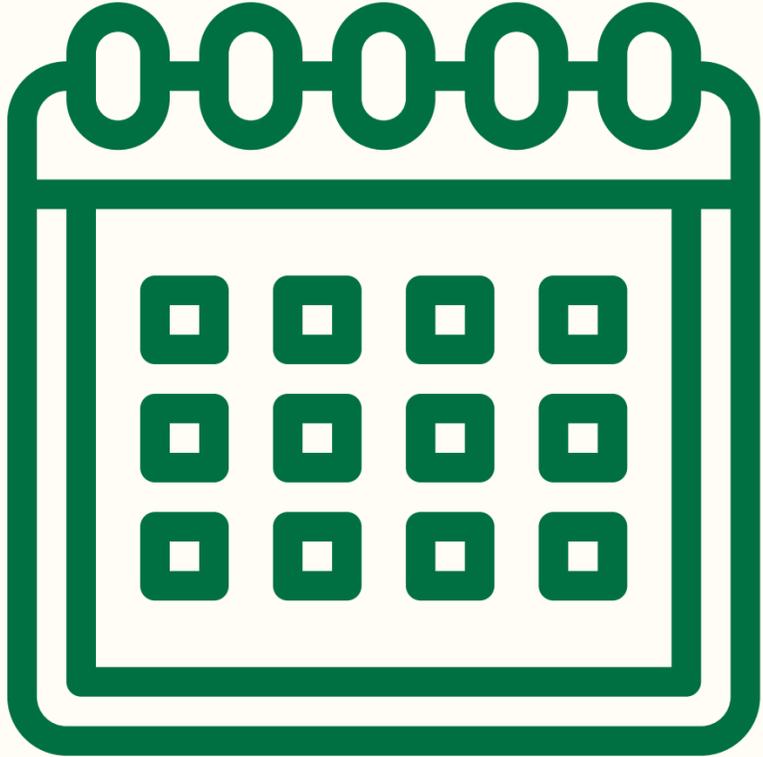


## Caption

Some moments don't need music, filters, or plans.  
Just the sound of rain, a warm table, your favourite Starbucks blend, and a little silence. Because peace isn't something you chase—it's something you sip.  
So slow down. Breathe in. Sip slow. This moment? It's already perfect.

Discover Now Only at  
[www.starbucks.in](http://www.starbucks.in)

#CaffeinatedwithStarbucks



Social Media

# Content Calender

# Day 1

**Day:** Tuesday

**Date:** 05-08-2025

**Time:** 11:00am

**Platform:** Facebook / Instagram

**Content type:** Carousel post

**Content Bucket:** Conversational

## **Caption & Hashtags:**

From the overachiever to the creative, every Starbucks drink has a personality. We see you, we appreciate you, and we've got your favorite drink ready. #StarbucksIndia #StarbucksVibes #MyStarbucksStory #CafeLife #StarbucksCommunity

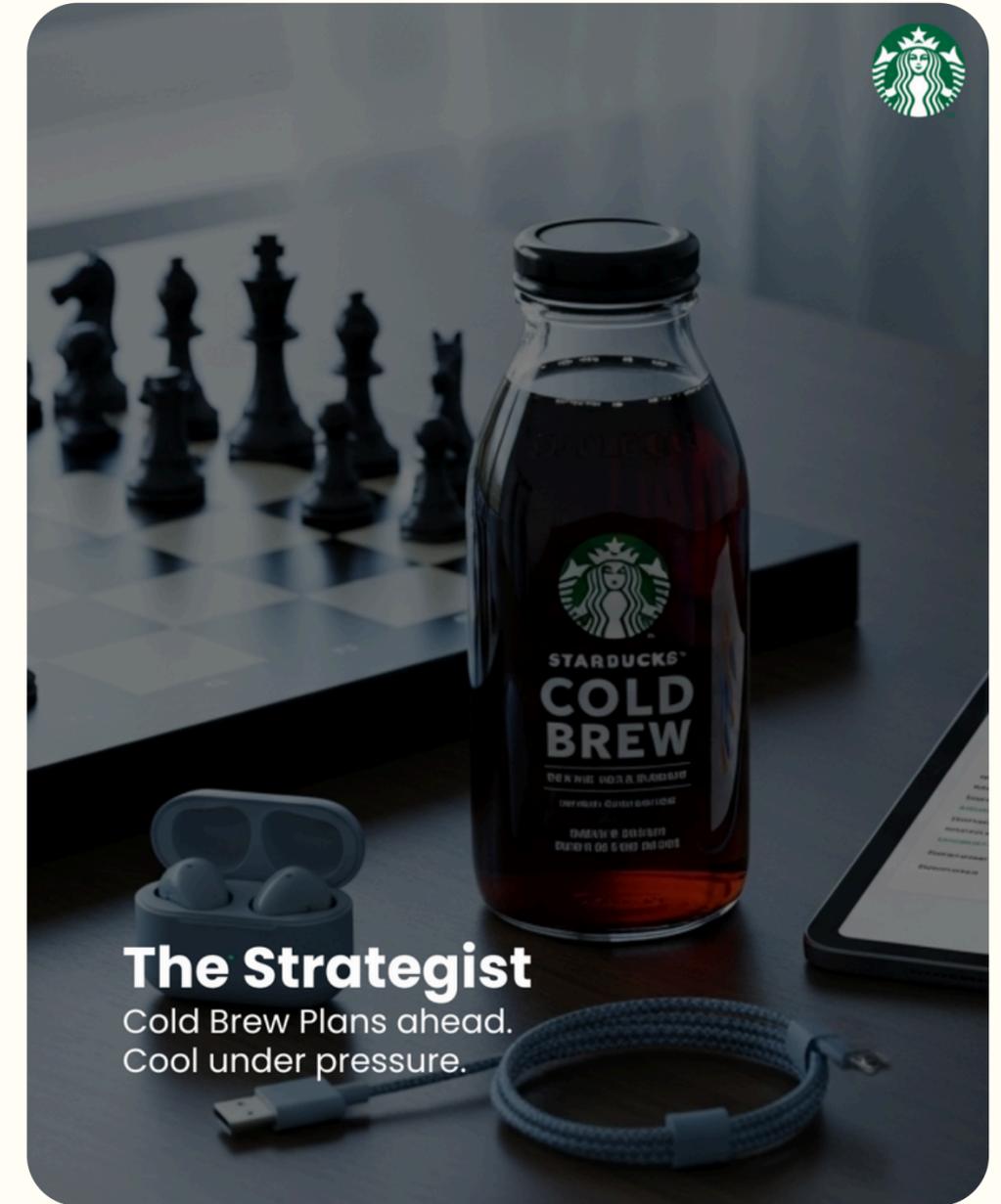
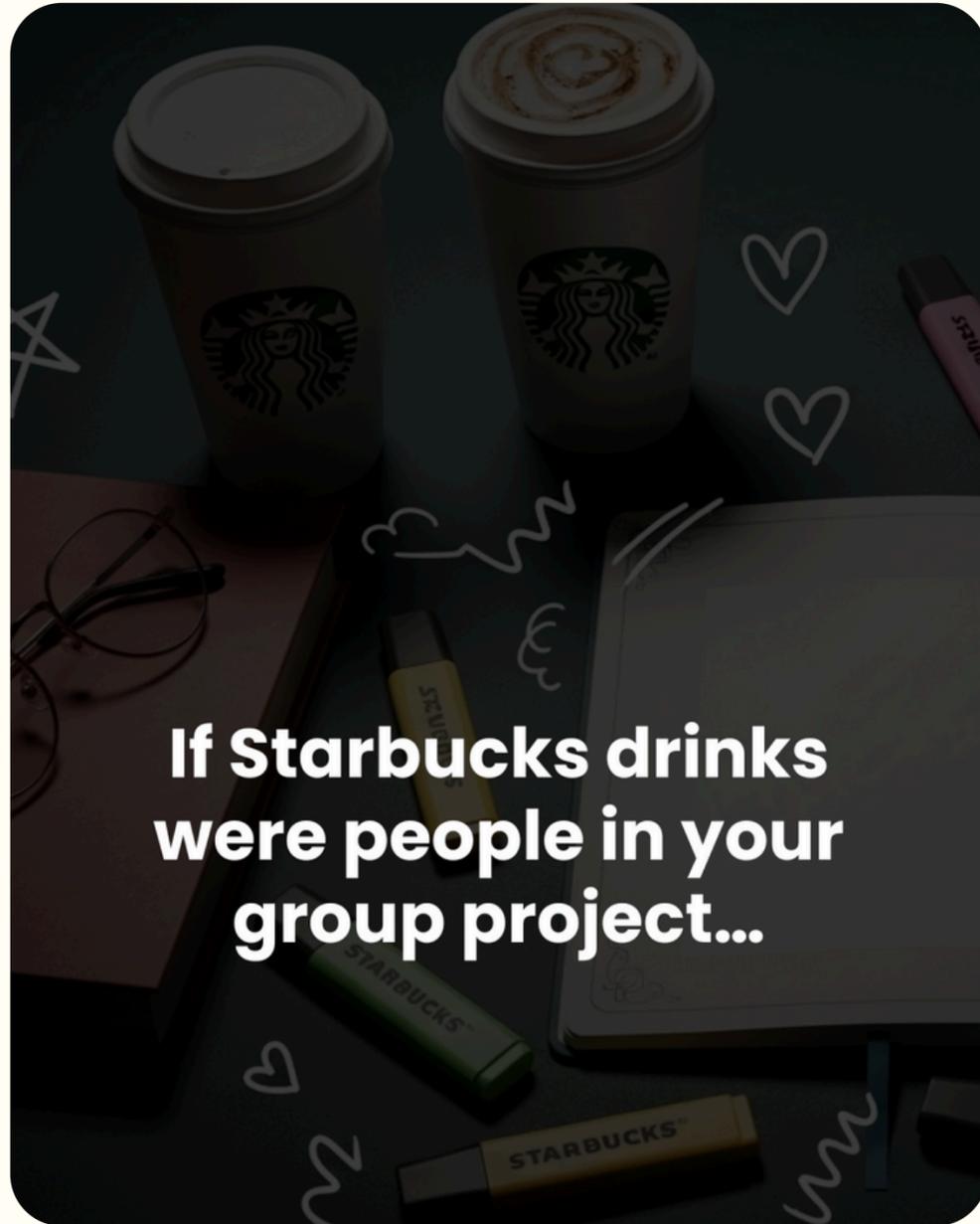
## **Description:**

Conversational content bucket to encourage engagement. Uses relatable humor to connect drinks to personalities

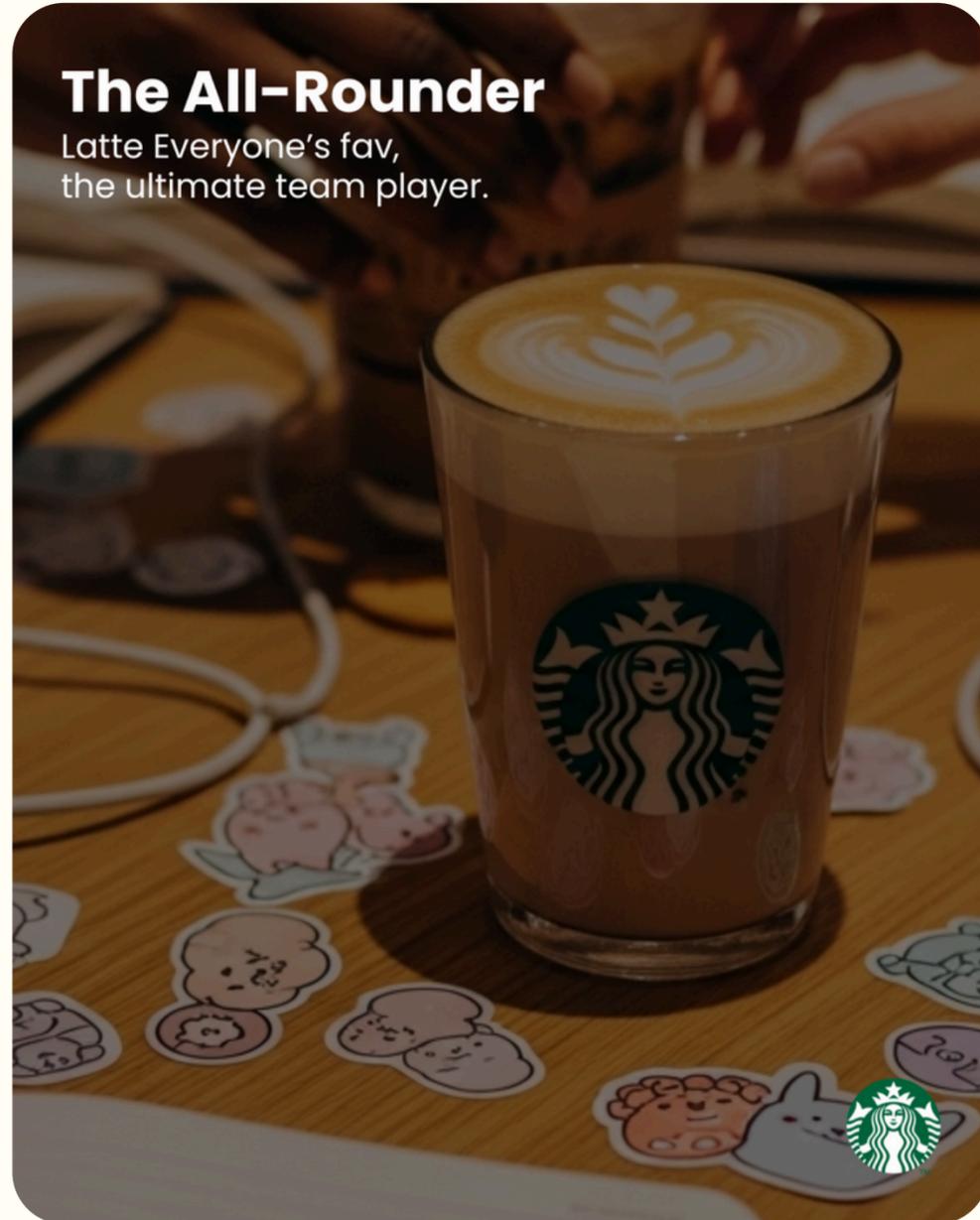
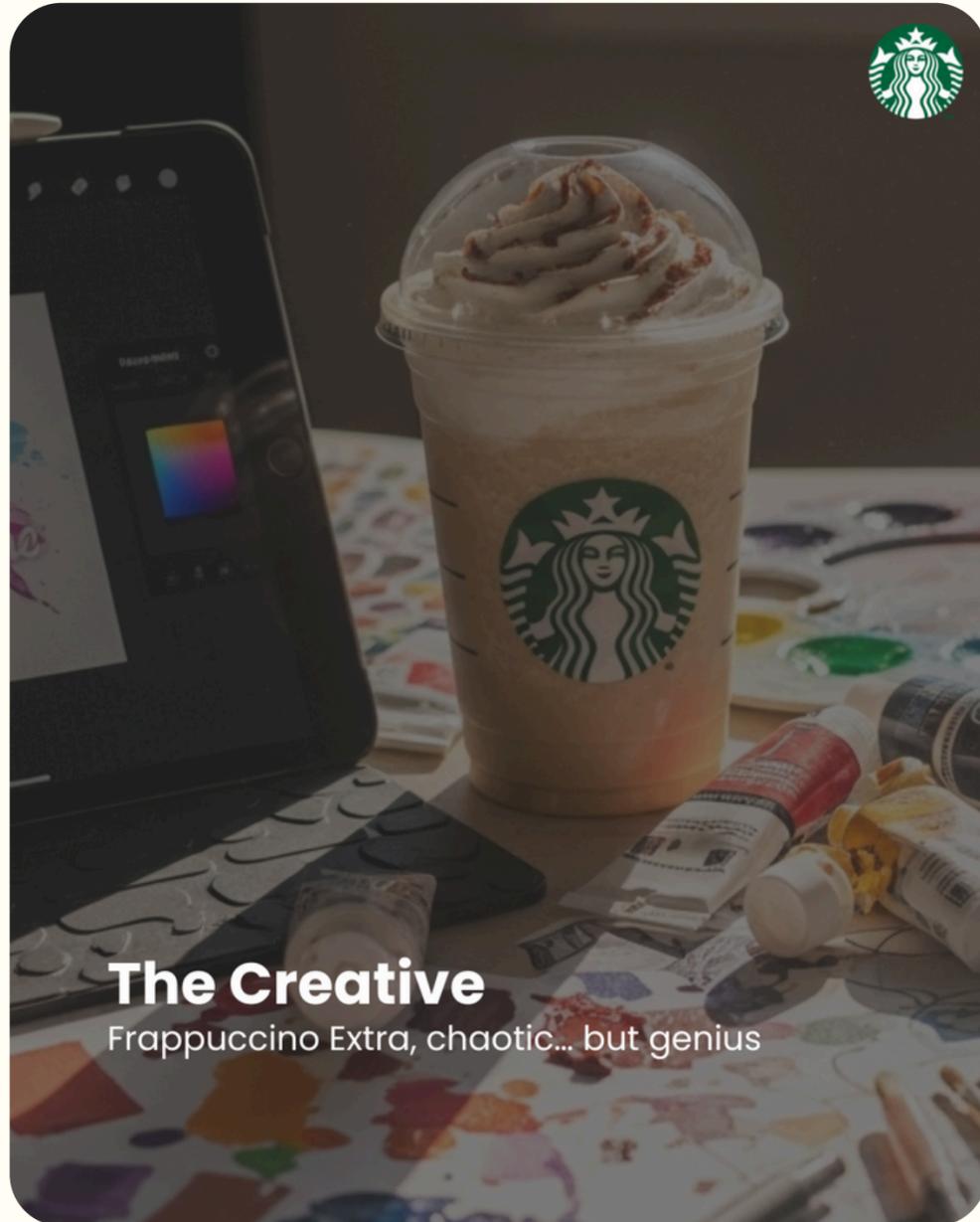
Social Media

# Content Calender

# Carousel Post



# Carousel Post



## Day 2

**Day:** Wednesday

**Date:** 06-08-2025

**Time:** 7:00pm

**Platform:** Youtube

**Content type:** Shorts

**Content Bucket:** Inspirational

### **Caption & Hashtags:**

It's more than a drink; it's the start of your story. Every cup is crafted with care, for you. #StarbucksIndia #YouTubeShorts #CoffeeArt #BrewingMoments #CraftedWithCare

### **Description:**

A short, aesthetic video that connects the art of coffee-making with the meaningful moments in customers' lives, designed to inspire and create an emotional connection.

Social Media

# Content Calender

Video Link



# Day 3

**Day:** Thursday

**Date:** 07-08-2025

**Time:** 09:00am

**Platform:** Facebook

**Content Bucket:** Promotional

**Content type:** Static Posts

## **Caption & Hashtags:**

Raindrops outside, warm sips inside. Our new Hazelnut Cardamom Latte is here to turn your monsoon blues into a mellow, toasty mood. Crafted with comforting spices, a nutty twist, and that familiar Starbucks warmth – it's more than just a drink, it's your rainy-day ritual. Come, sip into the storm.

#MonsoonWithStarbucks #HazelnutCardamomLatte

## **Description:**

A promotional post designed to announce a new limited-time product and drive in-store sales.

Social Media

# Content Calender

## Cozy in a Cup.

Introducing our Hazelnut  
Cardamom Latte — your  
monsoon mood booster.



#MonsoonWithStarbucks | #CaffeinatedChaos |  
#CardamomLatte | #RainyDaySip

## Day 4

**Day:** Friday

**Date:** 08-08-2025

**Time:** 1:00pm

**Platform:** Instagram

**Content type:** Carousel post

**Content Bucket:** Educational

### **Caption & Hashtags:**

Every drink has a story. Now you're in on the secrets of your favorite Starbucks classics. Which one are you getting today?

#StarbucksIndia #CoffeeEducation #CoffeeFacts

#LearnWithStarbucks #Coffee101

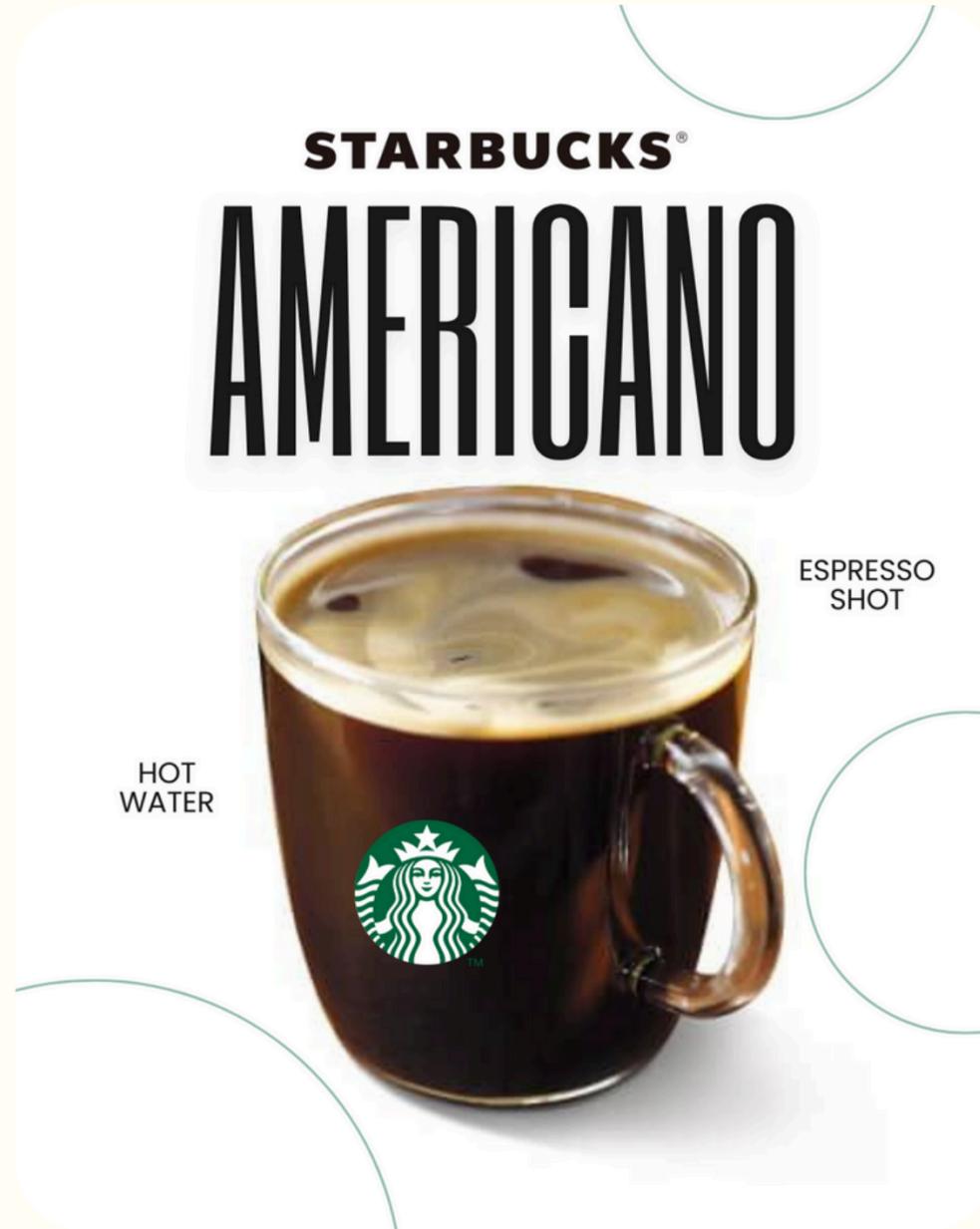
### **Description:**

This educational post provides insights into classic coffee drinks, helping to inform customers and build brand authority.

Social Media

# Content Calender

# Carousel Post



# Carousel Post

STARBUCKS®

LATTE



ESPRESSO

STEAMED  
MILK

STARBUCKS®

FLAT WHITE



MICROFOAM  
TEXTURE

ESPRESSO  
RATIO

Now you know!  
Which one is your  
go-to?

## Day 5

**Day:** Saturday

**Date:** 09-08-2025

**Time:** 08:00

**Platform:** Facebook

**Content type:** Static post

**Content Bucket:** Inspirational

### **Caption & Hashtags:**

The perfect "third place" isn't a myth, it's a feeling. Where conversations flow as easily as our coffee, and every visit feels like coming home. Tell us, what's your favorite thing about your local Starbucks?#StarbucksIndia  
#TheThirdPlace #CoffeeAndCommunity #CafeCulture #StarbucksAtHome

### **Description:**

An inspirational post that highlights Starbucks as a community hub, promoting its role as a comfortable "third place" for social connection.

Social Media

# Content Calender

**Not just coffee.  
A place to connect.**

Because your story deserves  
a cozy corner.



## Day 6

**Day:** Sunday

**Date:** 10-08-2025

**Time:** 10:00 am

**Platform:** Facebook

**Content type:** Static post

**Content Bucket:** Conversational

### **Caption & Hashtags:**

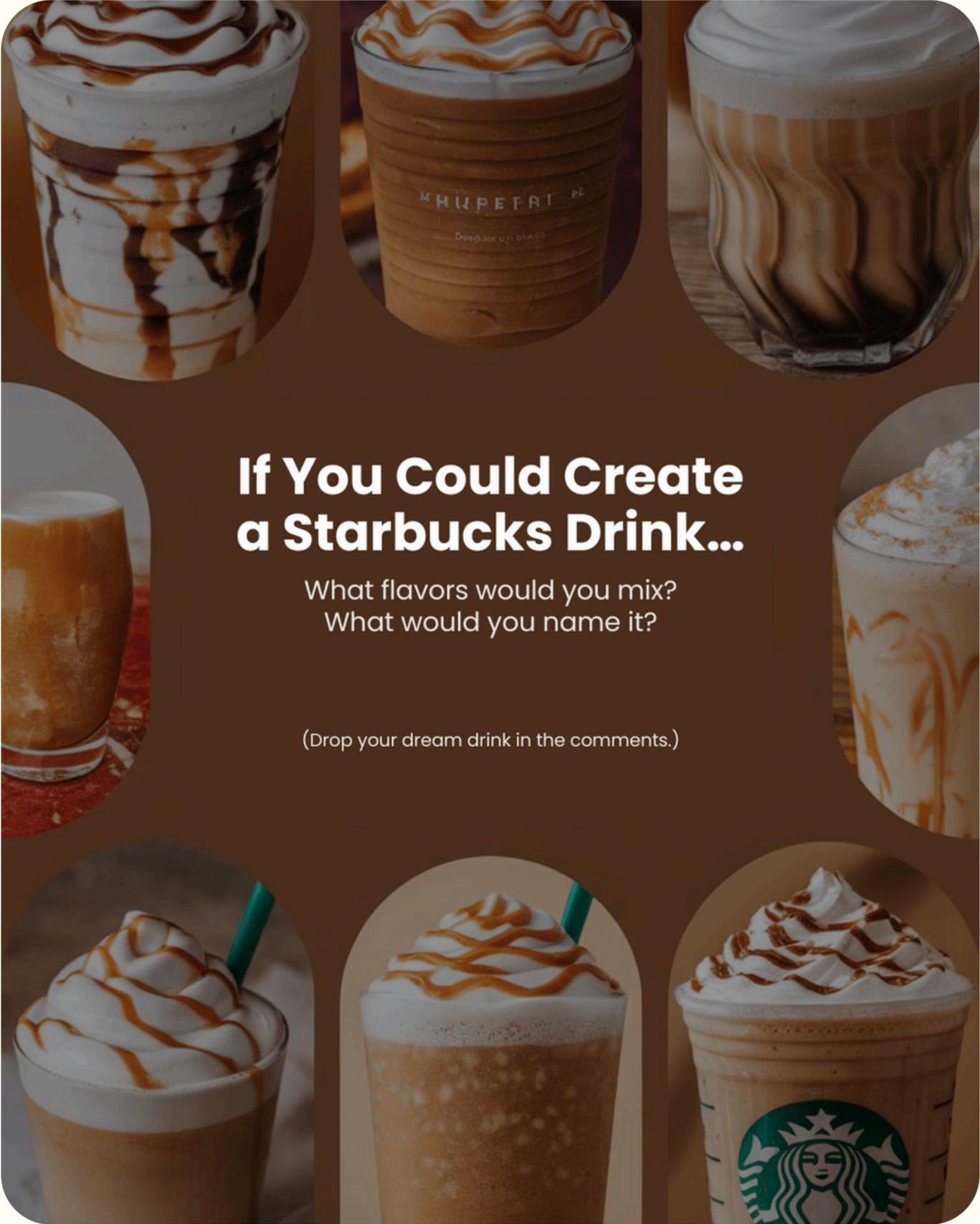
Let your inner barista shine! Tell us what magical new drink you would create and we might just have to try and make it. What's your secret recipe? #StarbucksIndia #DreamDrink #InventADrink #CoffeeCreation #StarbucksCommunity

### **Description:**

This post directly asks for user creativity and input, making it highly conversational and community-focused.

Social Media

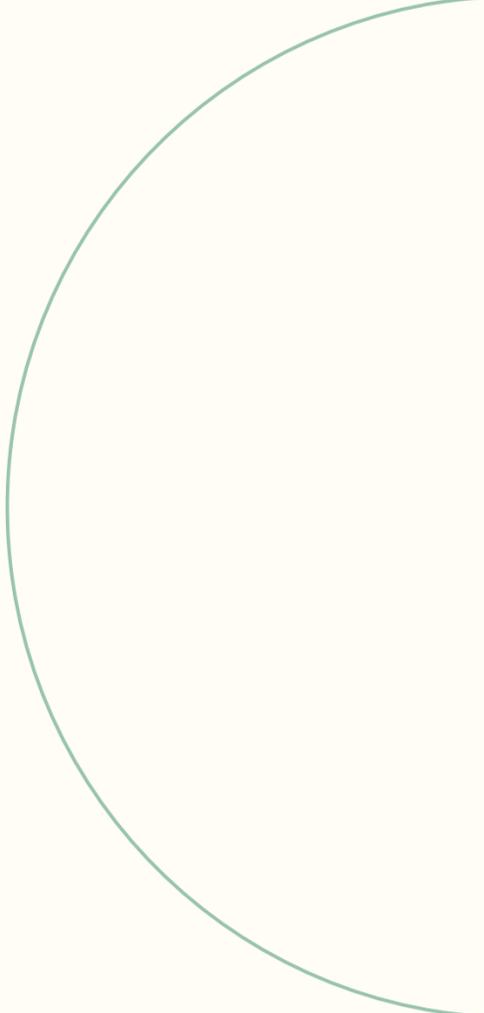
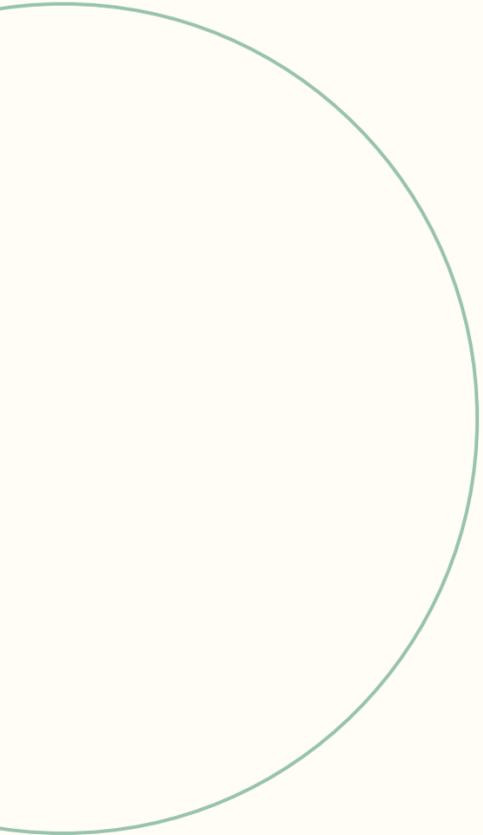
# Content Calender



# If You Could Create a Starbucks Drink...

What flavors would you mix?  
What would you name it?

(Drop your dream drink in the comments.)



## Day 7

**Day:** Monday

**Date:** 11-08-2025

**Time:** 10:00 am

**Platform:** Facebook

**Content type:** Static post

**Content Bucket:** Conversational

### **Caption & Hashtags:**

Monday blues? We feel you.

That first sip of coffee is like "good morning" for the soul!

Tell us – are you kickstarting your week with a classic

Cappuccino or an icy Cold Brew?#StarbucksIndia

#MondayMood #CaffeineFix #ColdBrewOrCappuccino

#CoffeeConversation #StartWithStarbucks

### **Description:**

Split image – one side with a hot Cappuccino,

the other with a tall Cold Brew

Social Media

# Content Calender

**Mood: Sleepy  
Solution....**



**Thank you**