

Starbucks in Brazil: June 2011



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Verbatim tells you what people say about your brand online and why they say it. The easy to read monthly reports can analyse discussion in any market and allow you to make timely decisions based on social media insight



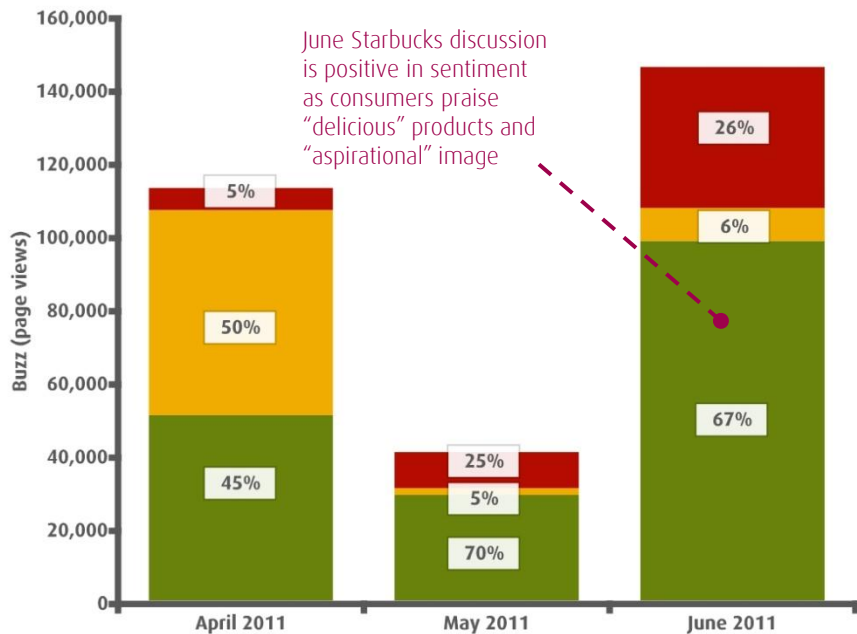
1. Overview of online buzz

An overview of online discussion for your brand – analysing buzz by volume, sentiment and topic



Increased engagement around Starbucks in June 2011 is driven by consumers responding to Facebook social media content

Buzz levels by month split by sentiment



Starbucks online discussion levels have increased over the past month in Brazil due to consumers responding to social media content on the Starbucks Facebook page

In June 2011 consumers focus on praising the "good", "delicious", "yummy" Starbucks products and "aspirational" brand image as it's their "favourite" place to be

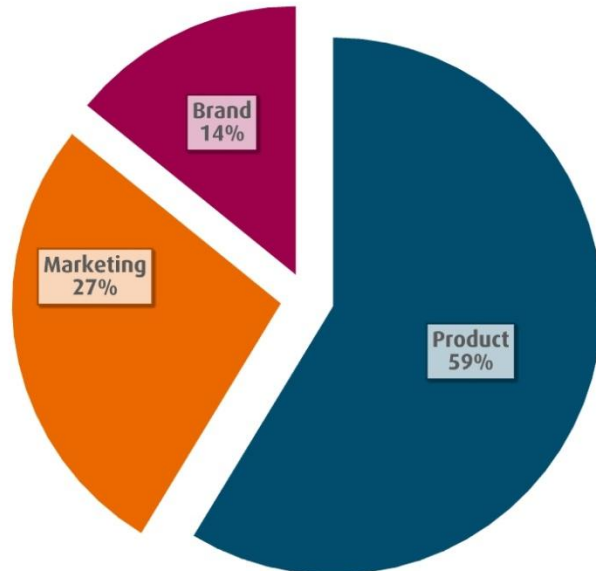
As in the months of April and May, some consumers in June 2011 complain that there are no Starbucks where they live



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June Starbucks buzz driven by discussion about products and marketing

Buzz by topic



The majority of Starbucks discussion is about products as consumers praise the stores, coffee and product range in a general way

Marketing is also an important topic of discussion as consumers discuss the content on the Starbucks Brazil Facebook page

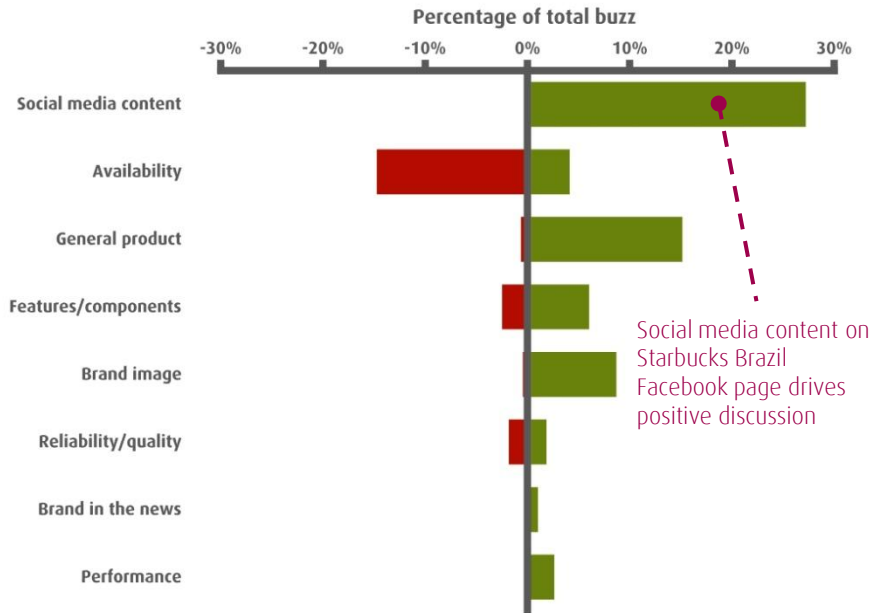
A small amount of discussion comes from consumers saying how they feel towards the Starbucks brand image



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Social media content posted by Starbucks on Facebook drives consumers in Brazil to “want” and praise Starbucks products

Buzz and sentiment by sub-topic



June Starbucks discussion is dominated by the social media content and general opinions about products and brand image

Consumers respond to product features and promotions posted by the community manager on the Starbucks Facebook page

Many say they “want” the featured product and particularly praise the “good” coffee, “delicious”, “yummy” hot chocolate and cup cakes. Many say Starbucks is “the best” place to be at

However, some consumers are “sad” that there “are not enough” Starbucks coffee shops in Brazil



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Starbucks: top likes and dislikes in June 2011

Likes

Social media content:
Many consumers say they “want” or “would like to have” Starbucks products after reading posts on the brand’s Facebook page

General product:
Consumers praise “good” Starbucks coffee, “yummy”, “delicious” cupcakes and hot chocolate

Brand image:
Consumers “love” Starbucks because it’s their “favourite” and “the best” place to sit and “enjoy” the company of friends

Dislikes

Availability: Many consumers say “it’s a pity” and “sad” that there’s no Starbucks where they live and there “should be more” Starbucks stores

Features/Components:
Some criticise “automatic” Starbucks coffee machines

Reliability/Quality: A minority complain about the product quality; they say Chai Latte is “watery” and coffee beans are “burnt” and “old”



While some consumers praise “good” Starbucks products, others complain they “can’t” get them

Starbucks is one of the best things in the world to me. It's one of the most pleasurable things I do during my day
(Facebook, June 30)

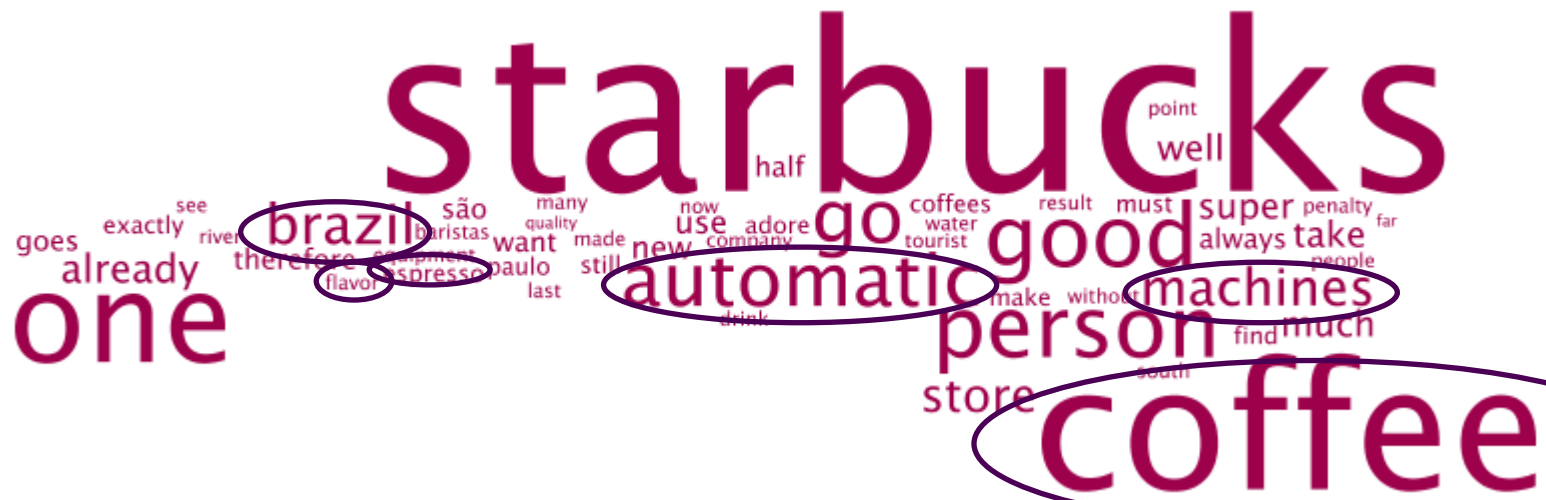
Starbucks is the best place to stay with friends, to feel calm and relaxed
(Facebook, June 30)

Starbucks is an all together good experience: good taste, good coffee and relaxation (Facebook, June 30)

I love Starbucks products. It's a shame there's no Starbucks where I live (Facebook, June 10)



50 most common used words in Starbucks discussion for June 2011



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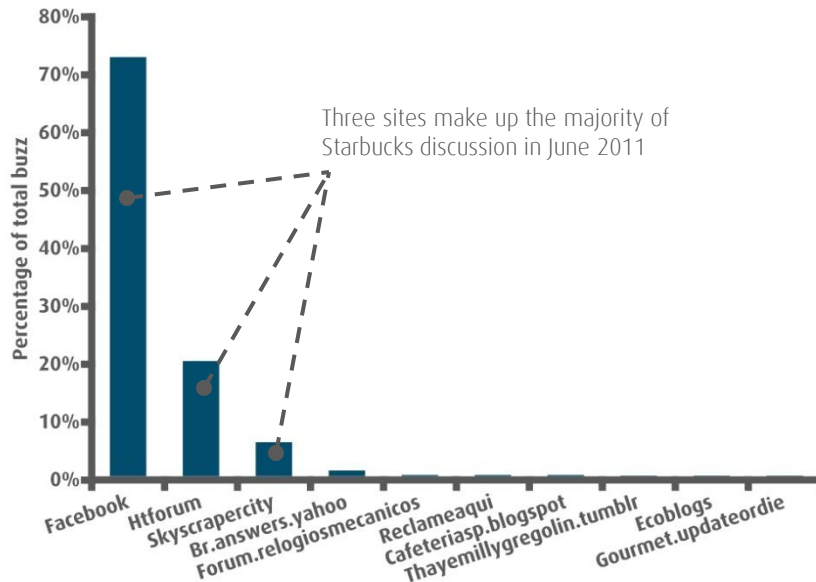
2. Key sites

Where consumers discuss your brand online



Facebook is the top site of Starbucks discussion in June 2011

Buzz levels by source



June Starbucks discussion in Brazil is primarily driven by three sites

Content posted by the community manager of Starbucks' Brazil Facebook page successfully engages consumers around Starbucks' products

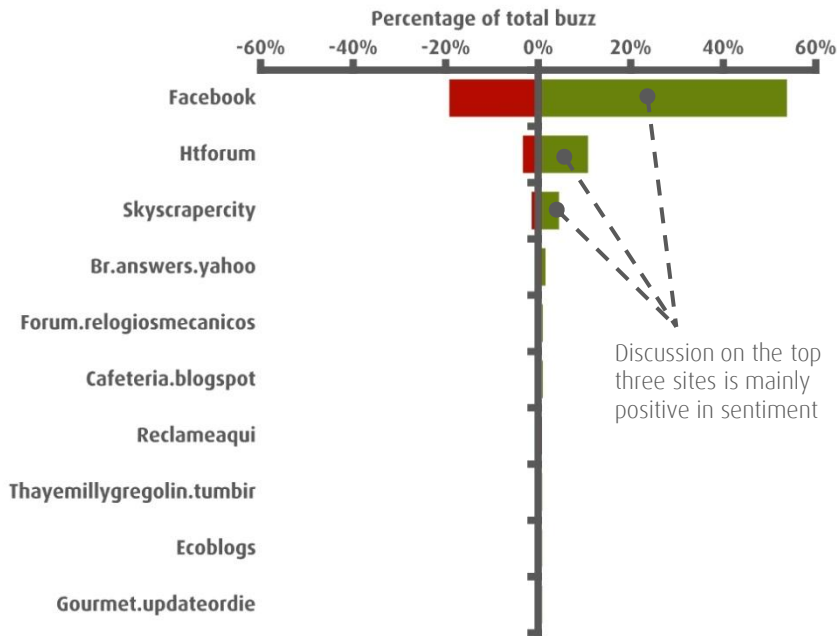
Forum sites Htforum and Skyscrapercity are also important sources of discussion where consumers discuss the quality and image of the Starbucks brand and products



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Starbucks discussion is mainly positive in a sentiment across the major sites

Buzz and sentiment by source



Facebook is the top source of buzz in June 2011. The majority of discussion is positive in sentiment as consumers respond to the social media content and generally praise the products

However, some complain about the limited availability of Starbucks stores

Htforum attracts mainly positive discussion as consumers praise the Starbucks' brand image and features of Starbucks stores

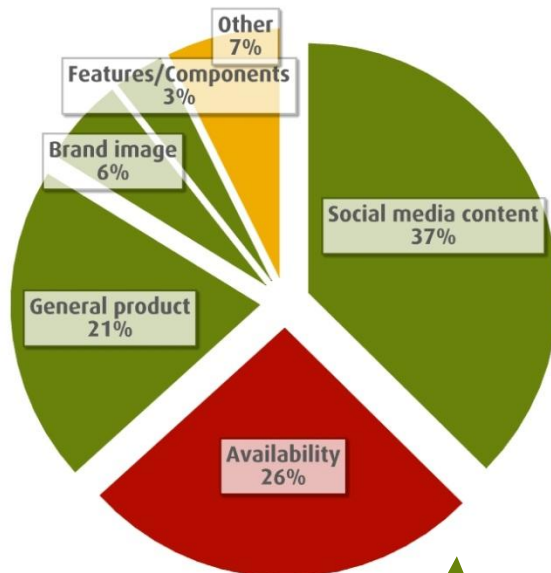
On the forum Skyscrapercity consumers focus on discussing Starbucks' brand image



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Facebook is the top source of discussion about Starbucks in June 2011

Buzz and sentiment by sub-topic for top source



After reading the post “Wishing a great Monday with skimmed latte” consumer says “I’ll go to get mine” (Facebook, June 27)

Social media content such as “Hot chocolate tips” and “Wishing a great Monday with skimmed latte and extra coffee” successfully engage consumers to “want” and discuss the featured Starbucks products

However, some say “it’s a pity” they “can’t try” Starbucks products as there is no store near them

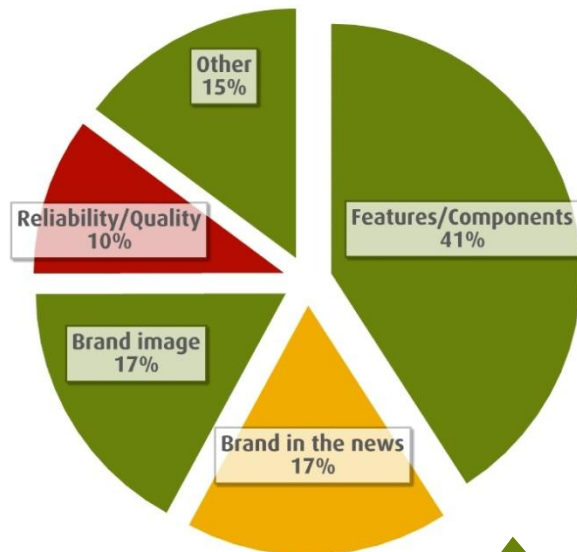
Top 5 posters	Buzz	Discussion links
 Luciano Leonel	4,769	http://on.fb.me/q5dEtf
 Alexandre Brandao	3,438	http://on.fb.me/ocRx5J
 Maraisa Frota	2,661	http://on.fb.me/qK0gl5
 Clayton Nascimento	2,477	http://on.fb.me/q5dEtf
 Rodrigo Nunes de Almeida	2,384	http://on.fb.me/q5dEtf



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Htforum is an important source of Starbucks discussion

Buzz and sentiment by sub-topic for second top source



Starbucks uses a series of water filters to prevent calcification that causes serious problems. No doubt these are good machines (Htforum, June 28)

The majority of buzz on Htforum is positive in sentiment

Consumers say Starbucks uses “excellent” coffee machines

However, a few comment negatively that Starbucks coffee machines are “highly automatic”

A few discuss how Starbucks appeals to coffee consumers and say Starbucks “will influence” the coffee market in Brazil

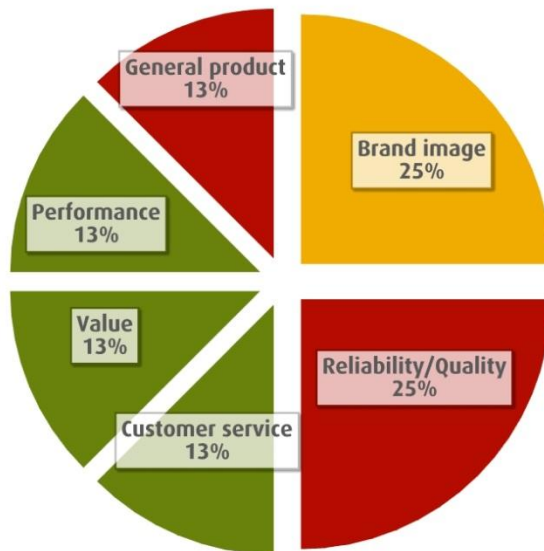
Top 5 posters	Buzz	Discussion links
alexvelosso	13,988	http://bit.ly/pD8SgQ
MrLamb	7,993	http://bit.ly/pD8SgQ
@ndre^	2,997	http://bit.ly/pD8SgQ
Alex Sound	1,998	http://bit.ly/nuFvcn
Coffeecof	999	http://bit.ly/pD8SgQ



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Starbucks discussion on Skyscrapercity is mixed in sentiment

Buzz and sentiment by sub-topic for third top source



Any bar in Rio has better coffee than Starbucks (Skyscrapercity, June 27)

Although Skyscrapercity is the third most important source of Starbucks discussion in June, buzz levels are relatively low

Only two consumers comment on Starbucks via Skyscrapercity

They say Starbucks is a “cool” place and foreigners search for it “to pay less”

However, they add that there are “better alternatives” for specialty coffee in Brazil

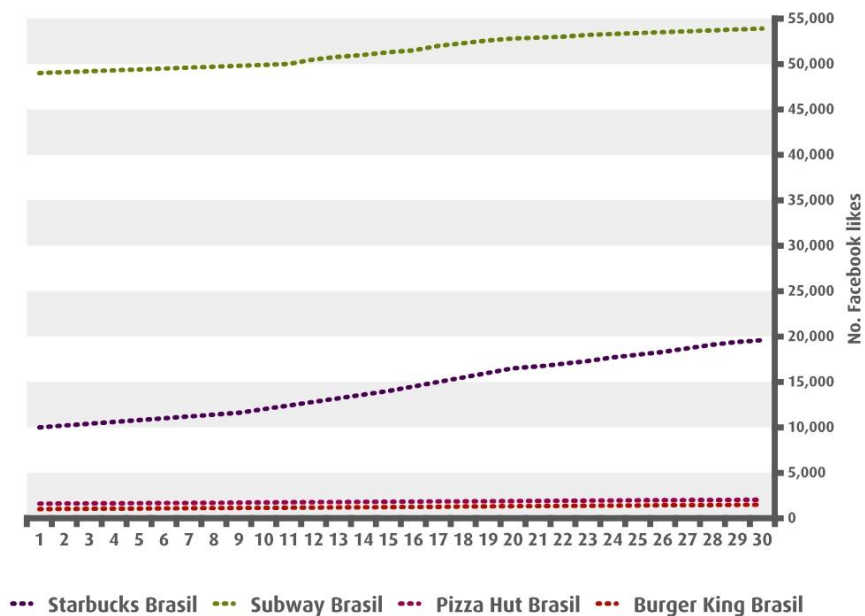
Top posters	Buzz	Discussion links
Marcus Florida2	7,523	http://bit.ly/pHMxWw
bruno-rio	1,074	http://bit.ly/pHMxWw



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Starbucks Brasil Facebook likes up 96% in June 2011

No. Facebook likes by day of the month vs. competitor brands



Starbucks Brasil up 96%
Moderate number of Facebook likes, but with outstanding growth that sees likes almost double in one month

Subway Brasil up 10%
Leads Facebook in number of likes with moderate growth

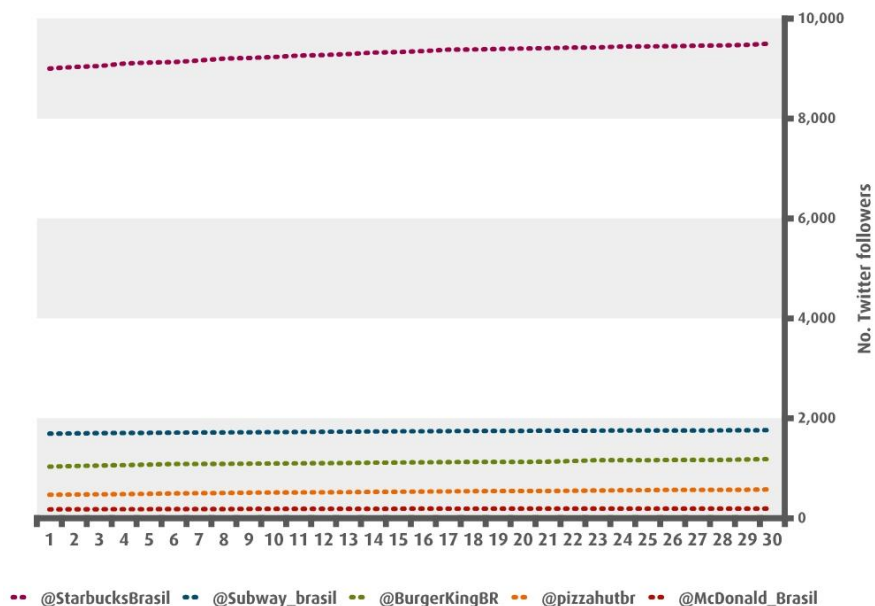
Pizza Hut Brasil up 19%
Low number of Facebook likes, but sees steady growth in June

Burger King Brasil up 48%
The lowest number of Facebook likes, but very strong growth across the month



@StarbucksBrasil leads competitors in Twitter followers and sees 6% growth in June 2011

No. Twitter followers by day of the month vs. competitor brands



@StarbucksBrasil up 6%
Strong leader in Twitter followers in June 2011, but slow growth

@Subway_brasil up 4%
Moderate number of followers and slow growth in June

@BurgerKingBR up 15%
Moderate number of followers with moderate growth in June

@pizzahutbr up 23%
Low number of followers, but good growth in June

@McDonald_Brasil up 7%
Lowest number of followers combined with slow growth



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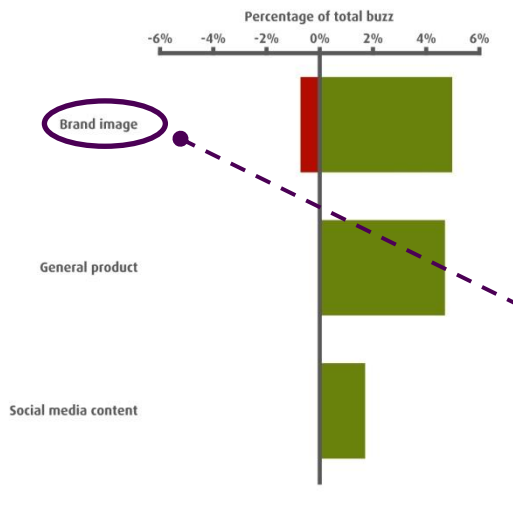
3. The purchase decision and consumer advocacy

What aspects of your brand drive consumers to consider purchase and recommend the brand to others



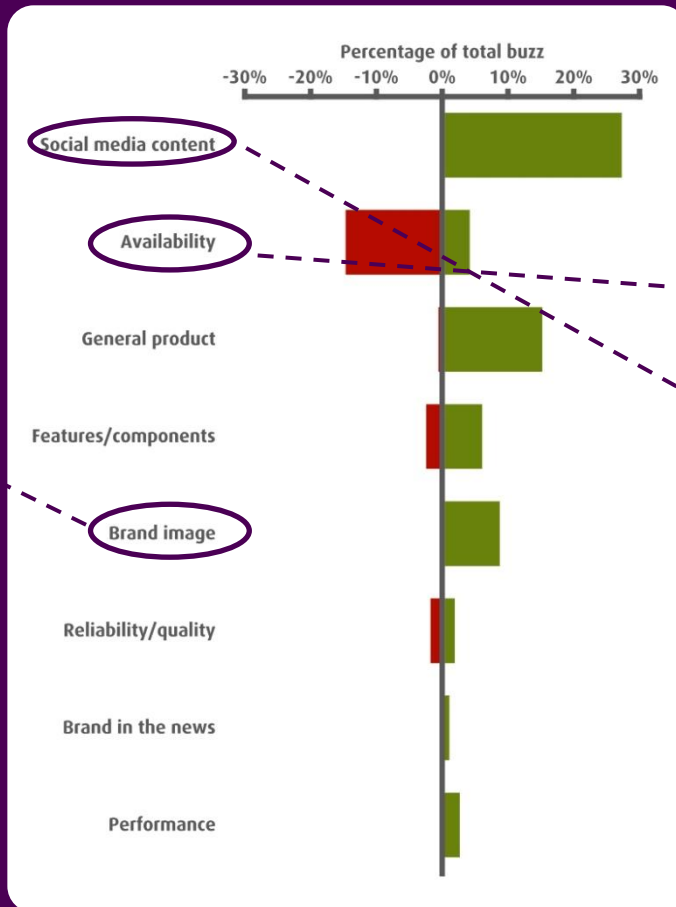
Social media content and availability the top Starbucks buzz topics and purchase decision drivers, but brand image the top driver of advocacy

Advocacy buzz by top sub-topics split by sentiment

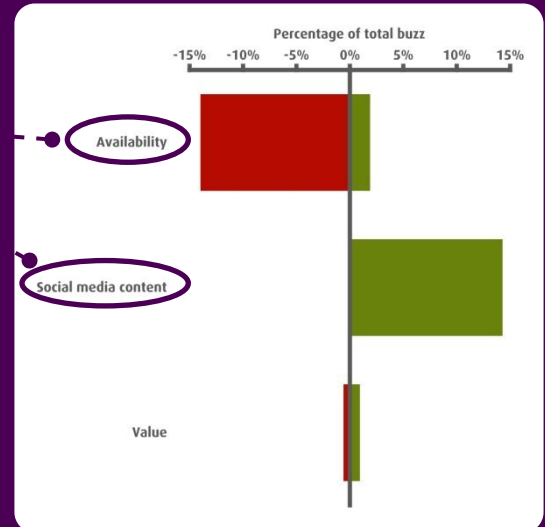


Brand Image is the top advocacy driver even though it is not an important discussion topic. Consumers say Starbucks is “the best” place to sit and “enjoy” the company of friends

Overall buzz and sentiment by top sub-topics



Purchase decisions by top sub-topics split by sentiment



The top two buzz topics are also the top purchase decision drivers. Consumers “want” Starbucks products after reading Facebook social media content. However, many complain “there is no” Starbucks where they live

Starbucks Facebook content engages consumers to discuss and consider purchase, but store availability big purchase driver

Starbucks: ranking of topics in June 2011

Rank	Advocacy	Overall buzz	Purchase Decisions
1	5 Brand image	1 Social media content	3 Availability
2	General product	2 Availability	4 Social media content
3	Social media content	General product	Value
4	Features/components	Features/components	General product
5	Reliability/quality	6 Brand image	Use case

Social media content¹ and Availability² are the top Starbucks buzz topics and also the top drivers of purchase decisions^{3 & 4}

Brand image⁵ is the top advocacy driver even though it is only the fifth top discussion topic⁶

So, we can summarise that the Starbucks Facebook social media content engages consumers to discuss and consider purchase of Starbucks products. However, the availability of Starbucks stores is an important purchase driver

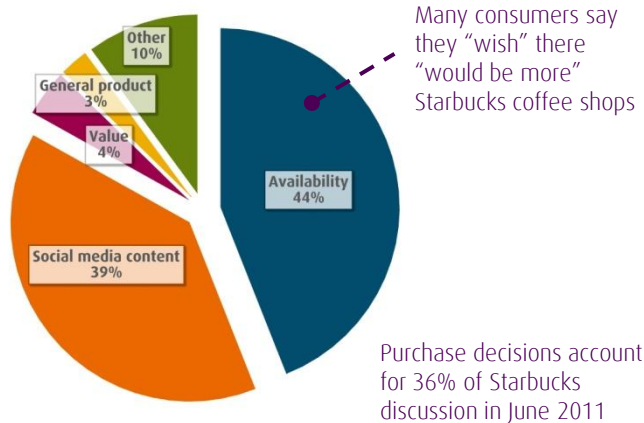
Advocacy is driven by consumers discussing the Starbucks brand image as it is “the best” place to “meet with friends”



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Purchase decisions in June 2011 are driven by social media content and non-availability of Starbucks stores in Brazil

Purchase decisions by sub-topic

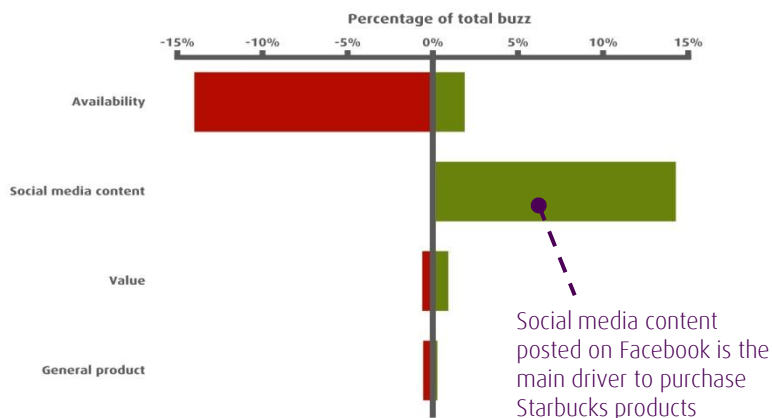


Social media content posted by the community manager on the brand's Facebook page is the main purchase driver

Consumers say they "feel like having" hot chocolate, lattes and cup cakes after reading Starbucks posts promoting those products

However, many consumers say they "can't get" Starbucks products because "there is no" Starbucks where they live

Purchase decisions by sub-topic split by sentiment



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Starbucks: top purchase drivers and barriers in June 2011

Purchase drivers

Social media content: Consumers say they “feel like having”, “will have” or “would like to have” hot chocolate, skimmed latte and cakes after reading the Facebook posts

Availability: One consumer “would get” Starbucks coffee if they lived in Sao Paulo

Value: One consumer says foreigners search for Starbucks to “pay less”

Purchase barriers

Availability: Many consumers say they “would like” or “would get” Starbucks products “if there was” a Starbucks where they live

Value: One consumer says they “don’t want to go” to Starbucks because It is “too expensive”

General product: One consumer says there are “better alternatives” for specialty coffee in Brazil



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Purchase decision consumer quotes

I'm seriously addicted to Starbucks. If I'm at the mall I can't resist it (Facebook, June 1)

It's a pity that you still don't look at the ABC Paulista (a neighbourhood in Sao Paolo). There are many admirers here (Facebook, June 22)

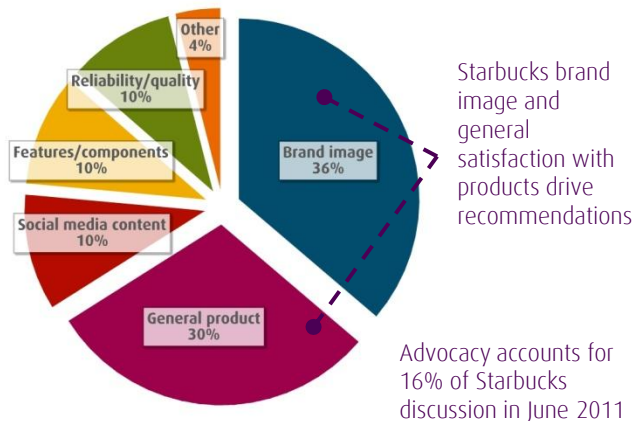
I want Starbucks in Manaus. Coffee is necessity in my life (Facebook, June 27)

I would love to try Chai Latte...but we don't have Starbucks in Porto Alegre (Facebook, June 14)

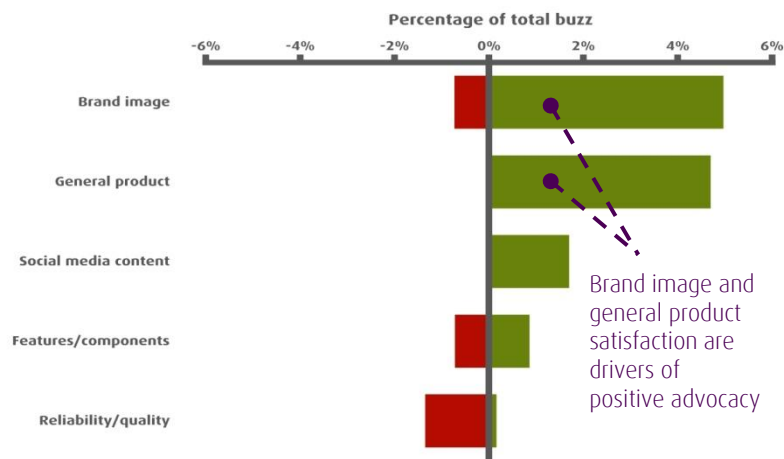


Starbucks advocacy in Brazil is driven by positive brand image and general product satisfaction

Advocacy buzz by sub-topic



Advocacy buzz by sub-topic split by sentiment



In June 2011, consumers advocate Starbucks depending on their assessment of the brand and products

Many recommend the brand image of Starbucks as it's **"the best"** place to sit and **"enjoy"** the company of friends

Others advocate Starbucks' hot chocolate, latte, coffee and cup cakes because they're **"the best"**, **"delicious"** and **"good"**

Negative advocacy is at very low levels

A few criticise Starbucks products and say the Whoopie pie tastes **"like nothing"** and that the skimmed latte is **"too bitter"**



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Starbucks: top advocacy drivers and barriers in June 2011

Advocacy drivers

Brand image: Consumers say Starbucks is “the best” place to sit and “enjoy” the company of friends

General product: Some say Starbucks coffee, cup cakes, hot chocolate and latte are “yummy”, “good” and “delicious”

Social media content: A few reply to Facebook posts saying they “love” coffee and “would love” to have a Starbucks coffee right now

Advocacy barriers

Reliability /Quality: One consumer says any other bar in Brazil has a “better” coffee than Starbucks

Features/Components: One consumer says skimmed latte is “too bitter”

Brand image: Two consumers criticise Starbucks and say it “has nothing to do with the culture” and “it’s nothing more than just a shop”



Advocacy consumer quotes

Starbucks is the taste and style together (Facebook, June 30)

Starbucks is good coffee, good taste, refinement and relaxation. It is more than a café, it is a lifestyle (Facebook, June 30)

It's a living room where we can enjoy coffee and feel comfortable (Facebook, June 30)

In Brazil there are better alternatives for speciality coffees (Skyscrapercity.com, June 27)



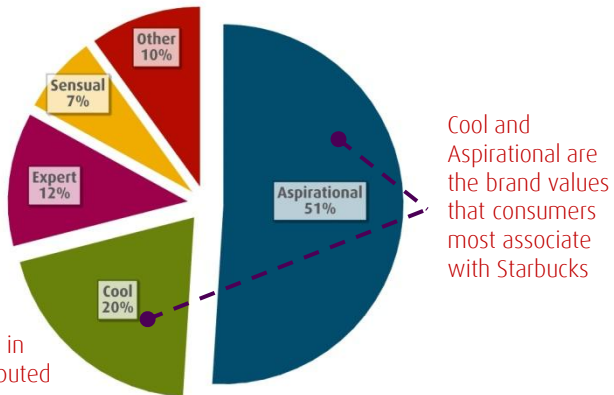
4. Brand values

What brand values consumers associate with your brand during online discussion



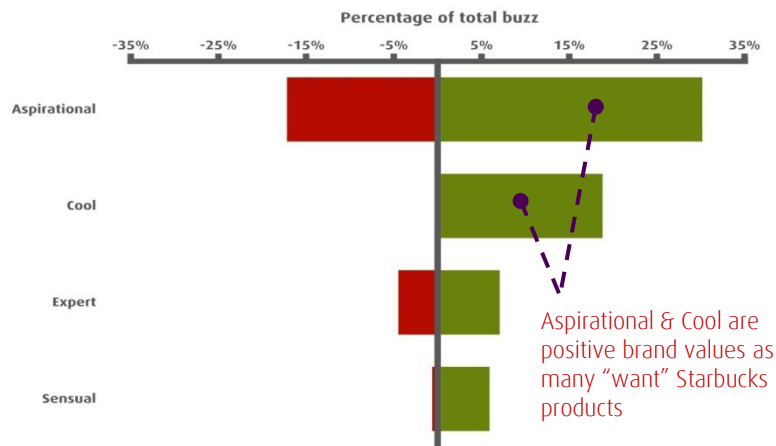
Consumers in Brazil positively associate Starbucks with Aspirational and Cool Brand values

Percentage buzz by brand value



93% of Starbucks buzz in June 2011 has an attributed brand value

Brand value buzz split by sentiment



Aspirational & Cool are positive brand values as many "want" Starbucks products

In June 2011, consumers associate Starbucks with **Aspirational** and **Cool** in a positive sense

Aspirational discussion is promoted by Starbucks social media content on Facebook as many say they **"want"** and **"would like to have"** Starbucks products **"right now"**

Consumers associate Starbucks with Cool as they **"love"** Starbucks as it is their **"best"** and **"favourite"** place

However, some consumers associate Starbucks with Aspirational in a negative sense as they say they **"can't try"** Starbucks products because **"there are no"** Starbucks shops nearby



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Starbucks: top positive and negative brand values in June 2011

Positive brand values

Aspirational: Consumers say they “want” and “would like to have” Starbucks products “right now”

Cool: Consumers say they “love” Starbucks and it’s their “favourite” and the “best place” to be at

Expert: Some say Starbucks has “the best” coffee and praise the “high” quality of coffee machines

Negative brand values

Aspirational: Consumers say they “can’t try” Starbucks products because “there are no” Starbucks coffee shops where they live

Expert: Some consumers criticise “highly automatic” coffee machines



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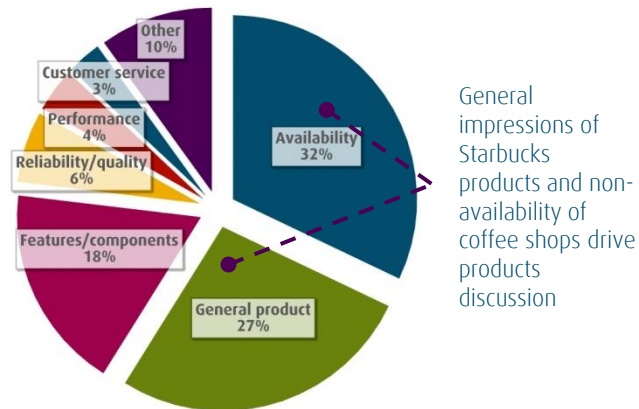
5. Products

What consumers say about your brand's products



Consumers are generally positive towards Starbucks products and are “sad” that there are not more Starbucks coffee shops in Brazil

Product buzz by sub-topic



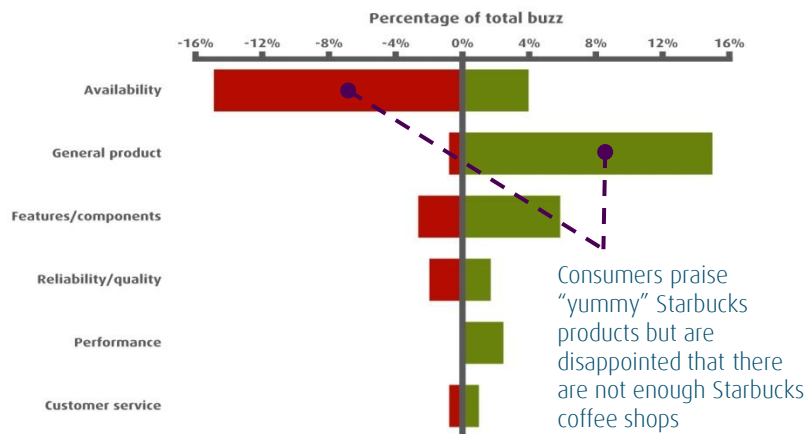
In June 2011, social media content by Starbucks on Facebook drives consumers to praise the products in a general way

Consumers say they “love” “good” Starbucks coffee and praise “yummy”, “delicious” cupcakes and hot chocolate

Many consumers say “it’s a pity” and “sad” that there are no Starbucks in certain areas and say there “should be more Starbucks” coffee shops

A few criticise “automatic” coffee machines

Product buzz by sub-topic split by sentiment



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Starbucks: top product likes and dislikes in June 2011

Product likes

General product:

Consumers say they “love” “good” Starbucks coffee and praise “yummy”, “delicious” cupcakes and hot chocolate

Features/Components:

Some praise “good”, “excellent” coffee machines and equipment that is “well designed”

Availability: Consumers are “glad” they have Starbucks coffee shops

Product dislikes

Availability:

Consumers say “it’s a pity” and “sad”, that Starbucks has “very few” coffee shops and “wish” there would be more

Features/Components:

A few criticise “automatic” coffee machines. One consumer complains that coffee beans are “burnt” and “too much roasted”

Reliability/Quality:

A minority say there are “better alternatives” for specialty coffees



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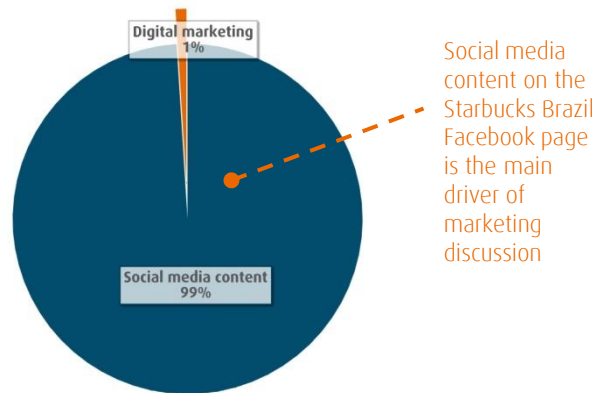
6. Marketing campaigns

Which marketing campaigns are driving consumer engagement with your brand



June marketing discussion is prompted by a positive response to Starbucks Facebook content

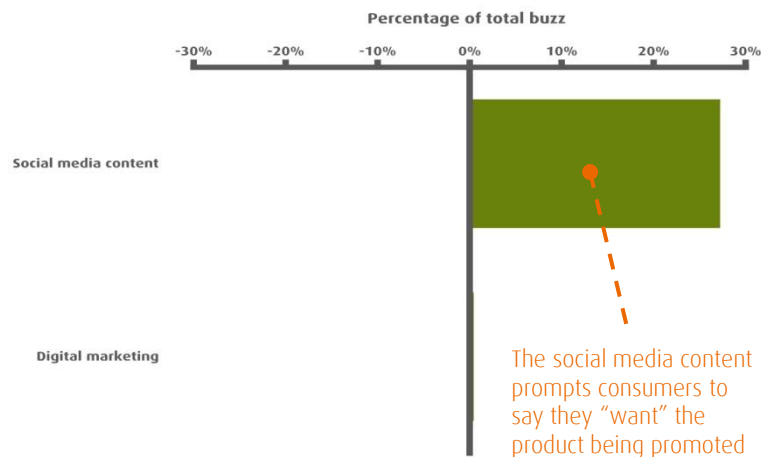
Marketing buzz by sub-topic



Social media content posted by the community manager on the Starbucks Brazil Facebook page is the main driver of marketing discussion

Many consumers respond to posts promoting Starbucks coffee, hot chocolate and cakes by saying they “would like to have” or “want” these products “right now”

Marketing buzz split by sentiment



A few praise Starbucks “Petite Voucher” Facebook promotion



Starbucks: top marketing likes and dislikes in January 2011

Marketing likes

Social media content:
Consumers say they “feel like having” or “would like to have” hot chocolate, skimmed lattes and coffee cup cakes after reading posts promoting those products

Digital marketing:
One consumer is “excited” to win “the best Starbucks photo on Brazilian national coffee day” competition on Gourmet.updateordie blog

Marketing dislikes

Social media content:
Two consumers criticise the “free box with cake pops” and “Petite voucher” promotions as “stupid”



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Appendix

Details about the Verbatim methodology, categorisation scheme and universal brand values



Verbatim categorisation scheme

- **Brand:**

- Brand image
- Brand in the news
- Brand product relationship
- Brand competitors

- **Marketing:**

- TV marketing
- Print media
- Celebrity endorsement
- Social media content
- Digital marketing
- Outdoor advertising
- Loyalty schemes
- Other

- **Product:**

- Performance
- Features/components
- Ease of use
- Reliability/quality
- Design/style
- Value
- Customer service
- Use case
- Availability
- Packaging
- Product competitors
- General product
- Other

- **Universal brand values:**

- Trustworthy
- Traditional
- Elegant
- Sensual
- Aspirational
- Cutting-edge
- Expert
- Cool
- Rebellious
- Caring
- None of the above

Note: brand values are coded if the opinion is either positive or negative in sentiment. For example “The brand is really dull” would be coded -1 for “Cool”



The Verbatim process

1. Our technology platform identifies all the relevant buzz about your brand or product
2. Our human analysts get to work and read all the discussion collected
3. The analysts break all comments down into individual opinions and assign each one:
 - A buzz amount
 - A sentiment score
 - A category
4. Where appropriate, our analysts also code:
 - Purchase drivers and barriers (why people buy or don't buy your products)
 - Advocacy (recommendations)
 - Brand values
5. We extract the insights from the data and deliver them directly in your monthly report

In your monthly reports, you'll see two types of metrics

Buzz: the volume of buzz generated by each opinion is equivalent to page views, so if an opinion has a buzz of 10,000, then it has been read 10,000 times

Buzz around a specific topic is the total buzz from all relevant opinions

Sentiment: we use a normative sentiment scale with -2, -1, 0, +1, +2

We use -2 and +2 to code purchase barriers and drivers, whilst -1 and +1 are for opinions that are simply negative or positive



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The Five Verbatim promises

1

Zero stress

Easiest way to get what you need from social media

Just tell us what you want to track

2

Accurate

100% of buzz read and coded by human analysts

Accurately coded discussion in any market

3

Actionable

Powerful insights: Purchase drivers and barriers, advocacy, sources of buzz, brand values

4

Trusted

Global provider of buzz research to leading Fortune 500 companies since 2003

5

Affordable

Only £699 per brand per month!

20% discount for a 12 months subscription



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