



# Starbucks Digital Media

## Services Provided

<p>Project Management</p>	<p>Installation</p>	<p>Digital Media</p>	<p>Configuration</p>	<p>Warehousing and Logistics</p>	<p>Shop Fitting</p>
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## The Project

### What was the challenge

Starbucks wanted to be innovative and customise their in-store Marketing to suit various times of the day. In order to achieve this, they needed a solution that would allow a quick turnaround of advertisements and promotions. Digital Media offered this solution, rather than displaying fixed menu boards they would allow for transitions of adverts throughout the day encouraging the upsell of their products.

### The Rollout

We started the transformation of Starbucks equity sites across the UK. Celestra's role was to Project Manage, following the project lifecycle from beginning to end. We completed site surveys, configured the screens, sent them to the site and our engineers installed them.

This involved cabling, shop fitting and creating bespoke brackets for the screens in each store. So that the installation does not disrupt business hours we are completing the projects overnight after store closure. We are delivering the kit at 10 pm on the night of installation which means we had a tight deadline to deliver and complete the whole installation on the same night. Currently, we have completed all sites with a 100% success rate.

### How did Starbucks benefit?

Starbucks is one of the first coffee chain brands to explore the benefits of digital media on a large scale. By being innovative with technology has resulted in the newly installed stores seeing an increase in sales. The screens have allowed the brand to maximise potential digital marketing opportunities.

Working with Linney their content is now targeted to perhaps promote a coffee and a pastry at breakfast to something more relevant at lunchtimes like a panini and a soft drink. Customising individual store content per time of day and geographical locations will have a huge impact on customer spending habits. Customers may be encouraged to make extra purchases which results in extra revenue.

### Why Linney chose Celestra

Linney, the multichannel marketing group, already worked with Starbucks producing their printed menuboards and were supporting in the transition to digital menuboards through their MyScreens CMS. They needed a partner to complete the installations. Celestra is Linney's IT and services provider. Having worked with them on various customers including the McDonald's Experience of the Future roll out. They could trust that we could deliver both an efficient and quality service

