

Local Works: Starbucks VIA



The Client

In 1971, they were a roaster and retailer of whole bean and ground coffee, tea and spices with a single store in Seattle's Pike Place Market. Today, they are privileged to connect with millions of customers every day with exceptional products and more than 24,000 retail stores in 70 countries.

Objective

Promote Starbucks VIA instant coffee to affluent professional adults in 12 key Midwest and Southern markets.

Solution

Target a male-skewed audience with 2 of Conde Nast's iconic brands in 12 distinct markets.

Geography

12 markets, including Atlanta, Charlotte, Chicago, Dallas, and St. Louis

Recommended Media

GQ, Wired

