Starbucks Rewards

A future-ready Starbucks Rewards programme tailored for APAC customers

Iris was appointed as Starbucks' lead strategic and creative agency across EMEA and APAC in 2017.

At a global brand level, we're helping Starbucks to make a much needed shift from communications focused only on selling products, to focusing on us, the consumer, and what we're interested in.

This remit has included helping build a future-ready Starbucks Rewards programme tailored for APAC customers.

While Starbucks had been leading the category globally, when it came to Asia it faced strong competition from local coffee and coffee alternatives. The business growth was mainly driven by network expansion for footfall coverage – however weak in repeat visit / purchase from customers.

Its customer loyalty programme, Starbucks Rewards, was identified as the one of the key strategic pillars to make the leap for FY2020 business ambition.

Iris was engaged to conduct a series of deep dives across 10 APAC markets to surface the business challenges, market variances, assess the potential to drive incremental revenue, and develop a blueprint for the new Rewards Programme.

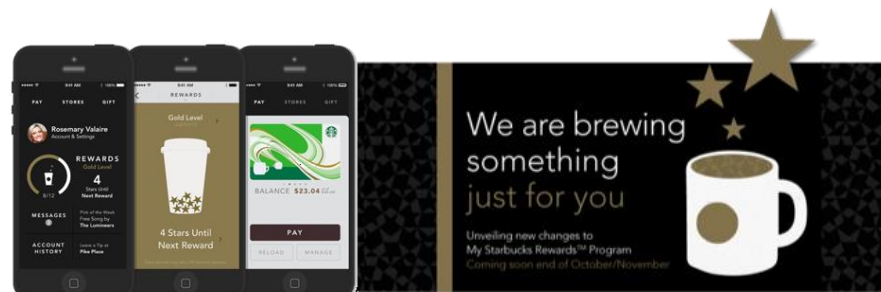**Growth Driver** — Rewards has become a primary growth driver for Starbucks in APAC

24% — Member count growth FY19vs18

17% — Transaction count growth FY19vs18

44% — Of sales growth accounted for by members sales in FY19v18

We are brewing something just for you

Unveiling new changes to My Starbucks Rewards™ Program
Coming soon end of October/November

Brand tracker and purchase funnel mapping evaluation to identify key bottlenecks (acquisition, and retention) across the value chain

SR FY15-FY17 transactional data analysis to understand purchase patterns, and coffee culture/maturity impact on customer behaviours

In-depth interviews with customers, baristas, regional and global marketers to understand barriers, and opportunities for acquisition, and retention

In/out of category competitor landscape mapping & deep dives to draw best practices, and new customer /digital trends for Starbucks in Asia

Ideation and development of a new Starbucks Rewards programme featuring more personalised services/benefits, and digital offerings to capture losing opportunities

Quantitative testing with existing and new target customers to develop customer segments, and evaluate the new proposition's emotional and commercial impact on different segments

Establishment of a new Asia Pacific customer segmentation model with commercial and comms. opportunities & initiatives validated

Development of a 5-year Starbucks Rewards AP roadmap to unlock headroom opportunities leveraging regional synergies but highlighting local market nuances

IRIS