



STARBUCKS DOUBLES CHECK SIZE WITH HAFTA HAVE PROGRAM

OBJECTIVE

Encourage foot-traffic to engage with a broader product offering outside of Food and Beverage



LIFT PRODUCT-SPECIFIC ENGAGEMENT



DELIVER A REAL-TIME PROMOTION ON A HIGH MARGIN ITEM



ENCOURAGE REATIL PRODUCT PURCHASE TO INCREASE CHECK SIZE

CHALLENGE

How do you capture a shopper's attention in a place like Las Vegas and encourage them to engage + purchase a specific product?

APPROACH

A program around the gamification of shopping in Las Vegas was created to engage shoppers with products in an effort to drive conversions and offer redemption.

In-store engagement data revealed that shoppers were engaging with destination specific mugs more than other items that promoted through the Starbucks x Hafta Have Partnership.

Armed with this insight, we partnered with Starbucks to create a product focused call to action for their most popular destination mug.

IN-STORE EXECUTION

In-store signage promoted the product-specific shopper experience.

Shoppers texted a picture of the barcode to get a product-specific offer.

Shoppers were instantly texted back a product-specific offer.



RESULTS

IN JUST 4 WEEKS • AFTER THE SHIFT TO A PRODUCT-SPECIFIC CALL-TO-ACTION • WITH NO SALE OR DISCOUNT SIGNAGE



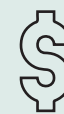
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INCREASE IN PRODUCT ENGAGEMENT



**67%**

LIFT IN PROMOTIONAL OFFER REDEMPTION



**25%**

OF SHOPPERS THAT ENGAGED IN PROGRAM CONVERTED

RESULTING IN

**2x**

AVG CHECK SIZE INCREASE

