

STARBUCKS X HELLO KITTY CO-BRANDING COLLABORATION



WHY ARE WE COMMUNICATING?

We’re launching an amazing limited-edition collaboration between Starbucks and Hello Kitty. This collaboration aims to provide a unique experience for lovers of both brands by combining Starbucks’ classic drinks with Sanrio’s adored and loved Hello Kitty character. This campaign will increase brand excitement, broaden Starbucks’ reach, and engage with new and existing customers.

TARGET AUDIENCE

Our primary target audience for this product line will be young adults aged 18-34, particularly female customers who enjoy Hello Kitty and Japanese pop culture, who may also be regular Starbucks consumers who love Sanrio. Our secondary target audiences are Millenials and Gen X customers who may be nostalgic for Hello Kitty, are engaged with us on social media, and are ready to try new limited-edition products. They are active on social media platforms like Instagram, TikTok, and Pinterest. Our audience prioritizes self-expression, nostalgia, and limited-edition products.

COMPETITORS

When releasing this line, our main competitors may be other fast food/coffee brands like Dunkin' Donuts and McDonald’s, who often collaborate with popular brands like Sanrio.

CREATIVE OUTPUT

Color palette: We will combine Hello Kitty’s characteristic pastels (light pink, sky blue, mint green, lavender, pale yellow) with Starbucks’ deep greens and warm neutrals.

Typefaces: These fonts will be used when branding our collaboration to ensure a cute mood while being true to our brand. The visual feel of our collaboration is whimsical, bright, and happy. Our imagery should depict the products in an appealing way that makes our consumers feel nostalgia for the character.



WHAT DO WE WANT OUR TARGET AUDIENCE TO THINK/KNOW ABOUT OUR PRODUCT

We want customers to feel like this cooperation adds something new, entertaining, and unique to their usual Starbucks experience. We want people to think, “I have to get this before it’s gone!” I see Starbucks as a company that spreads joy through innovative and culturally relevant collaborations. Right now, consumers think of Hello Kitty as a cute character who has brought many kids joy. Consumers think of Starbucks as a fast-food coffee shop with high-quality foods and beverages. We want them to know that they can have both of those experiences with our product and embrace their inner child.

tone and voice

The tone should be welcoming, cute, and fun, consistent with Hello Kitty’s persona. While retaining Starbucks’ elegance, this collaboration should instill a sense of childish wonder and excitement to attract both long-time customers and newcomers. Our influencers who will be promoting our products will focus on storytelling, like sharing their morning coffee order and review, unboxing new limited-edition cups, or taste-testing food.

MEDIA STRATEGY

We will market our collab to our target audience by posting promotional videos on Instagram and TikTok. How we will spread the word about our collaboration to consumers who usually **do not** purchase from us are: Instagram stories and reels highlighting the specific limited-edition drinks and food items, TikTok and Instagram influencers that appeal to both brands’ ideal demographics reviewing our products, and in-store displays that showcase limited-edition cups and coffee blends that are Hello Kitty branded. Influencers whom we are thinking about contacting include Paris Hilton, The Kardashians and their daughters, Nicki Minaj, and TikTok influencers who review new menu items as their main content creation form. We will contact consumers who are avid Starbucks buyers by sending emails that market the collab, pop-ups in our app that showcase the items, and offer our rewards members early access to purchase limited-edition items.