

A photograph of a Starbucks store at night. The building is a multi-story structure with classical architectural features, including large columns and a balcony. The Starbucks logo is illuminated above the entrance. To the left, there is an outdoor seating area with wooden tables and benches, some of which are covered by dark umbrellas. The ground is wet, reflecting the lights. The overall atmosphere is warm and inviting.

EMILY CHANG

CHIEF MARKETING OFFICER
STARBUCKS CHINA

CHINA LANDSCAPE

YOUTUBE

YOUKU

GOOGLE

BAIDU

AMAZON

TAOBAO

CHINA LANDSCAPE

USA

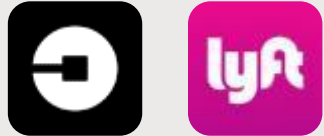
SOCIAL LIFE



TRANSFER



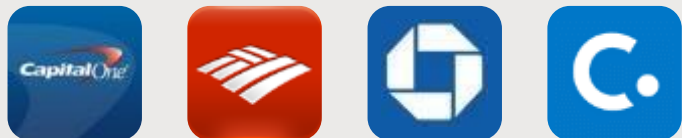
TAXI



TRANSPORTATION



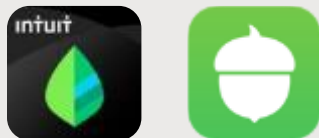
CREDIT CARD PAYMENTS



BOOK A FLIGHT/HOTEL



FINANCE



NETWORKING/MARKETING/DATING



CHAT/MESSAGING



SHOPPING



CHARITY

N/A

DOCTOR APPOINTMENT / UTILITY / GIFTING

N/A

CHINA



WeChat



DIGITAL LANDSCAPE



CHINA LANDSCAPE



"NEW RETAIL"

CHINA

29%

41%

52%

PURCHASES INFLUENCED
BY SOCIAL MEDIA

SOCIAL PLATFORMS
DELIVER PROMOTIONS

CONSUMERS SHOP ON
SMARTPHONES
DAILY/WEEKLY

SOURCE: WWW.MARKETING-INTERACTIVE.COM/HOW-CHINA-SETS-A-NEW-RETAIL-NORMAL

GLOBALLY

13%

34%

14%





星享俱乐部
MY STARBUCKS
REWARDS 





星享俱乐部
MY STARBUCKS
REWARDS 

~7M

90 DAY ACTIVE
MEMBERS

3x

MEMBERSHIP
BASE GROWTH

90%

APP USAGE



MEMBERS' NIGHT





星享俱乐部
MY STARBUCKS
REWARDS 

1/4
THE STORES*

1/2
THE ACTIVE
MEMBERS*

*RELATIVE TO THE U.S.



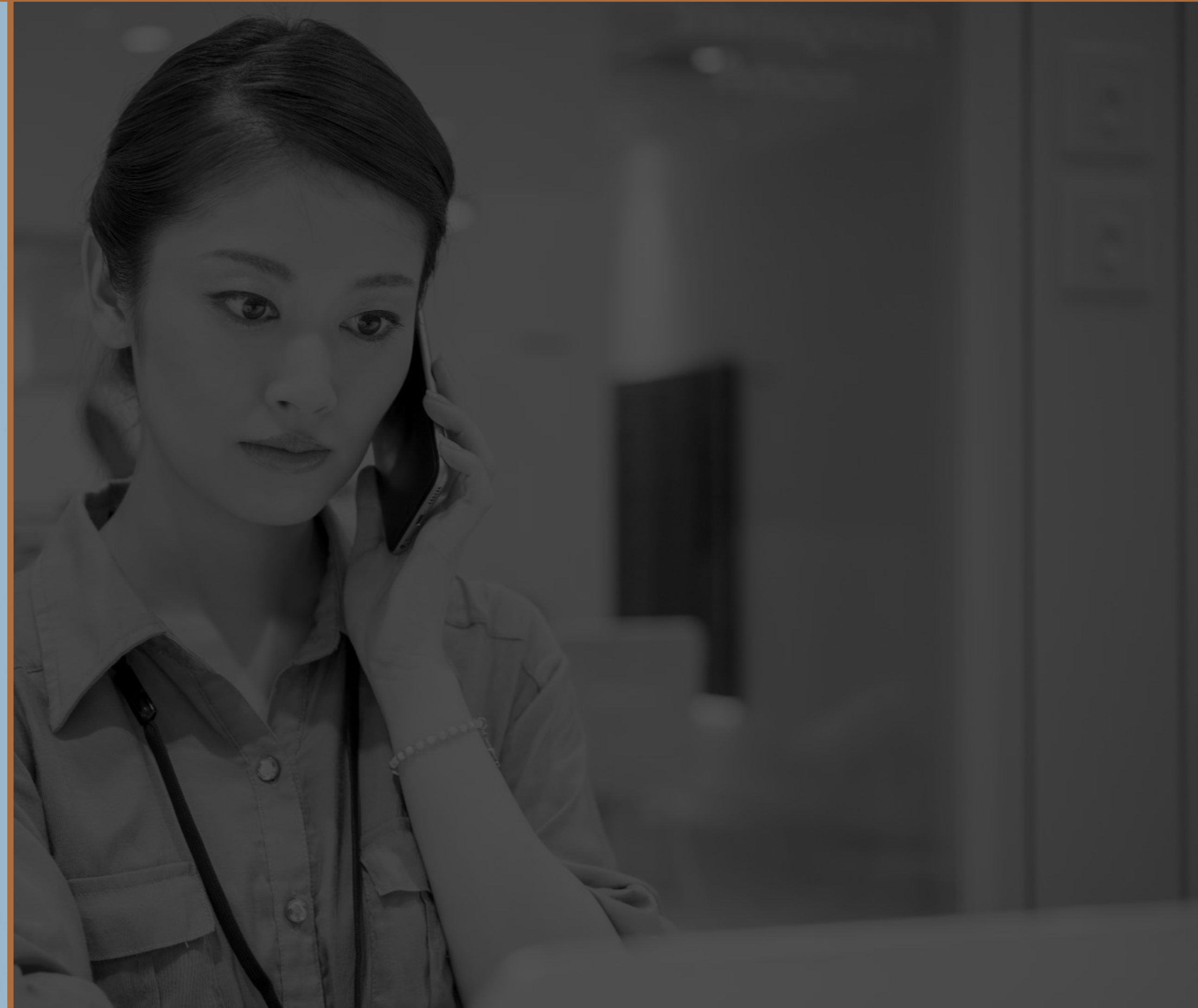


SAY IT WITH STARBUCKS

AMERICAN



I LOVE YOU, MOM!



SAY IT WITH STARBUCKS

AMERICAN



I LOVE YOU, MOM!

CHINESE



LOOK AFTER YOUR HEALTH MOM. REMEMBER TO WEAR YOUR JACKET, IT'S GETTING COLD. I BOUGHT YOU SOME LONG UNDERWEAR.

MEANINGFUL MESSAGES, POWERFUL ENGAGEMENT



I UNDERSTAND ALL THAT
YOU'VE SACRIFICED FOR ME



I'LL ALWAYS BE YOUR BABY



YES, YOU'RE ALWAYS RIGHT



HAPPY NEW YEAR



THANK YOU



I CAN ONLY BE ME

“DIGITAL”



DIGITAL PAYMENTS

60% DIGITAL
TENDER
TODAY

STORES
ARE OVER 80% NON-CASH

~30 FREED UP
HOURS/STORE/MONTH







CELEBRATE
一起过星年
NEW



核桃曲奇
风味拿铁

GOLDEN WALNUT COOKIE FLAVORED LATTE

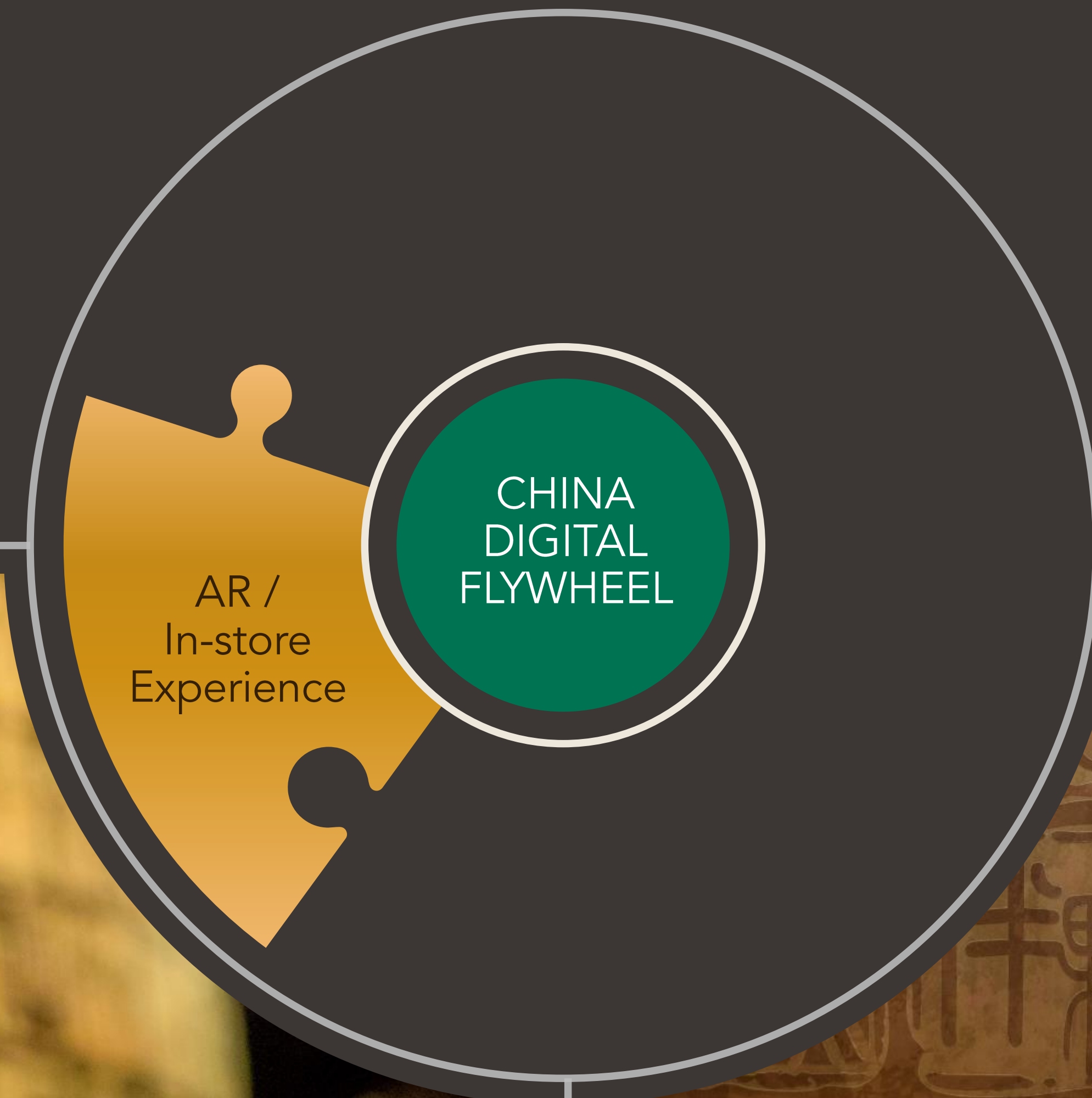
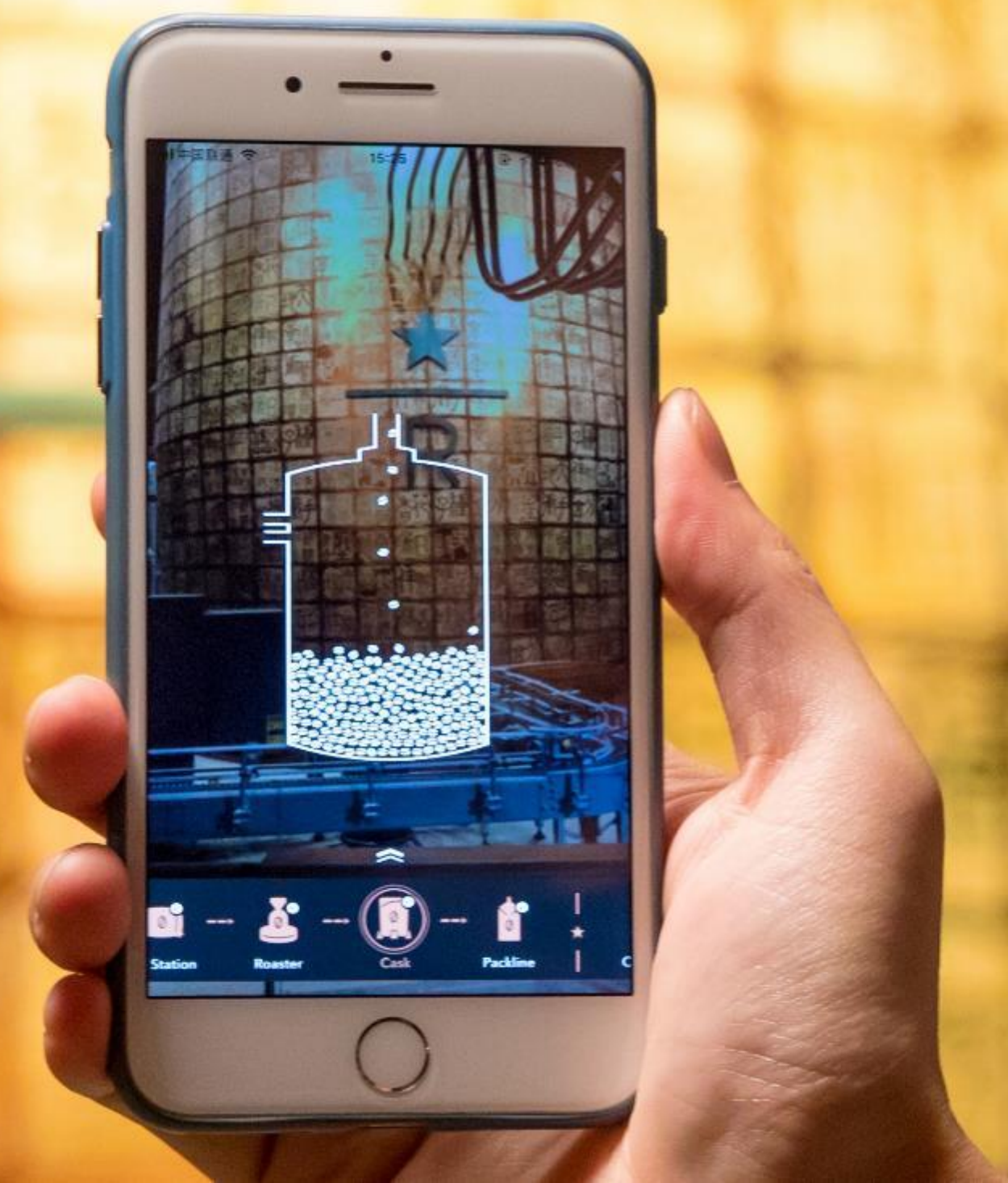


STARBUCKS
TEAVANA™
桃花满满
风味抹茶拿铁
PEACH BLOSSOM FLAVORED
GREEN-TEA LATTE

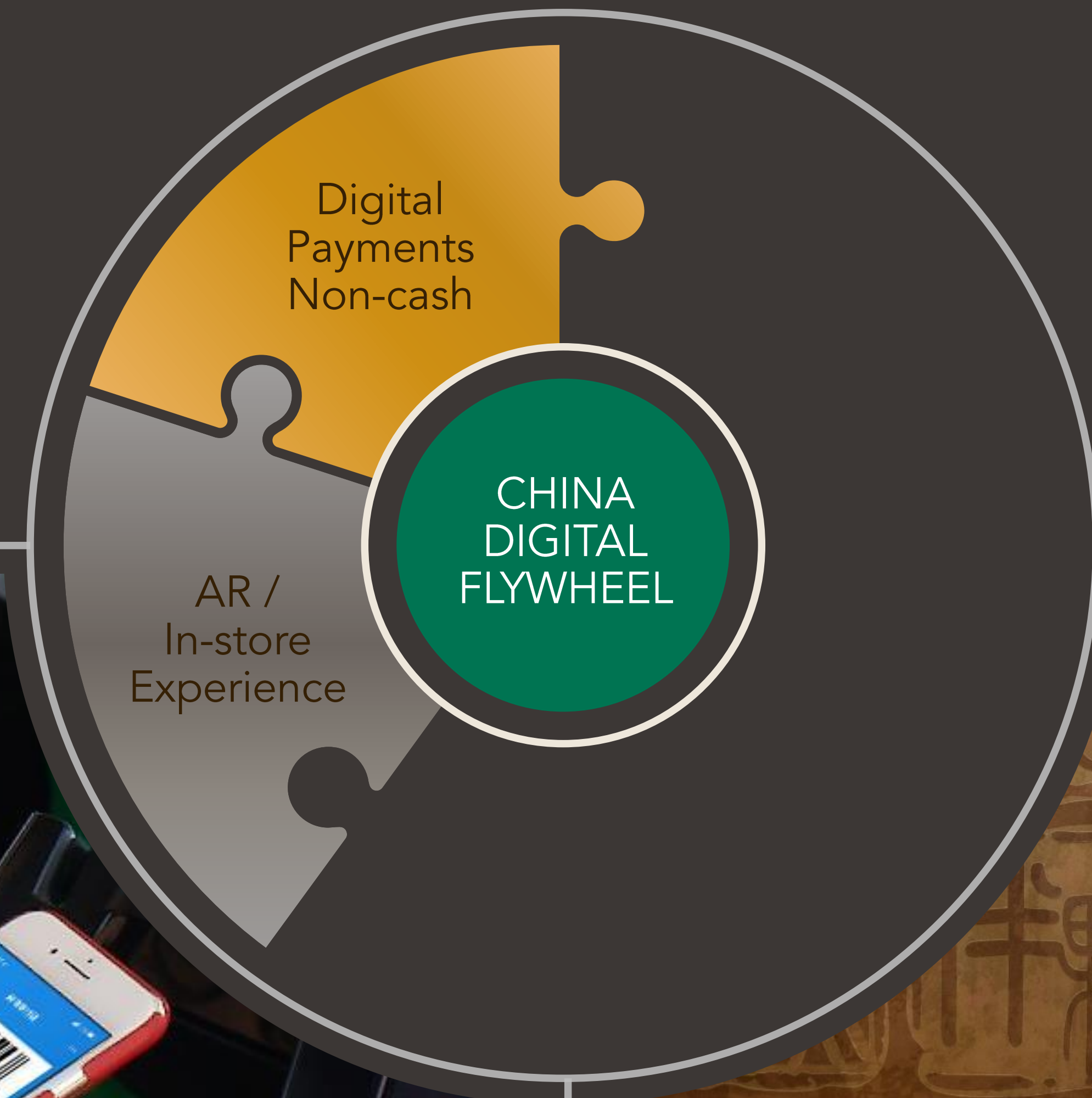


杏运白巧克力
风味摩卡
APRICOT WHITE CHOCOLATE
FLAVORED MOCHA

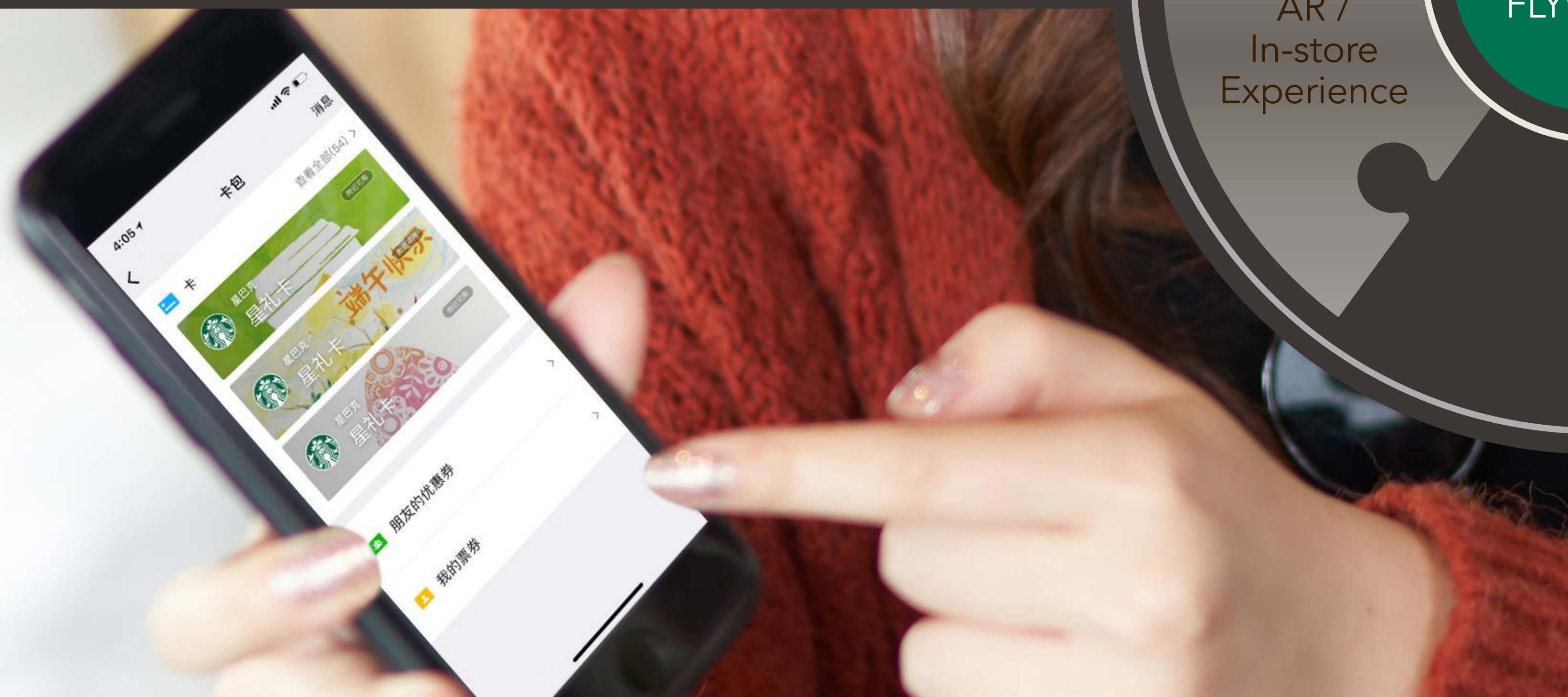
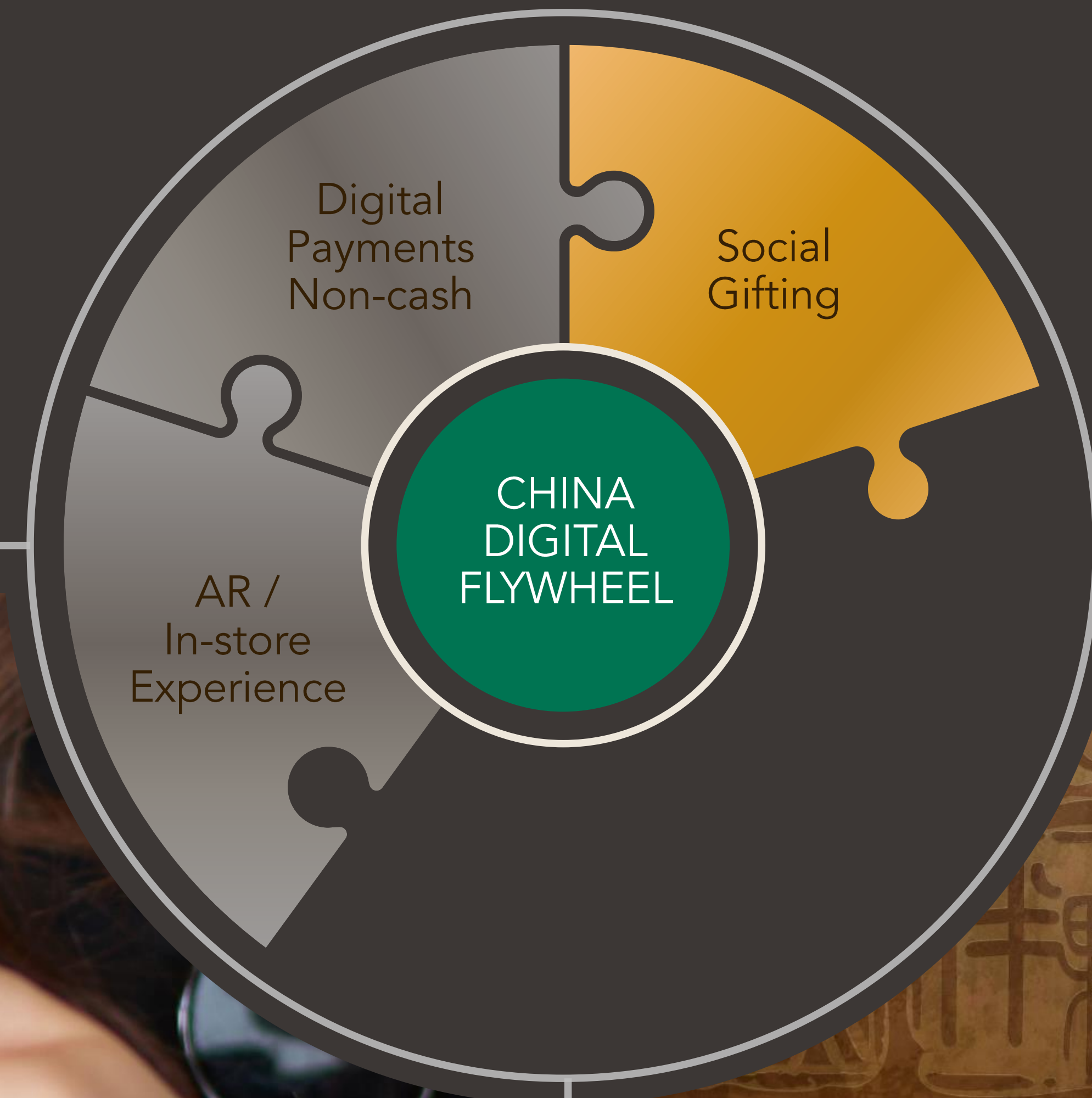
WE'VE ONLY
JUST BEGUN



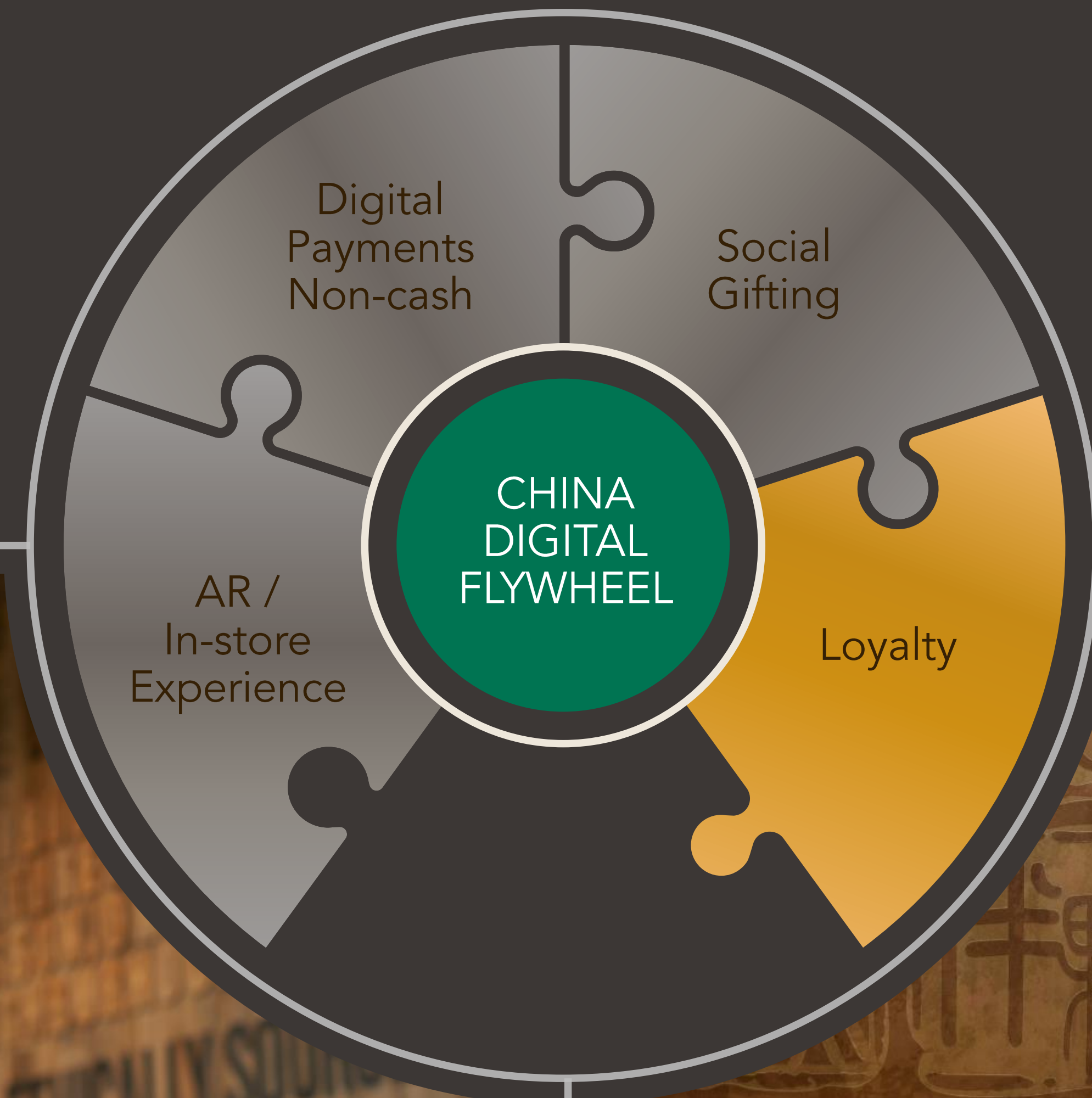
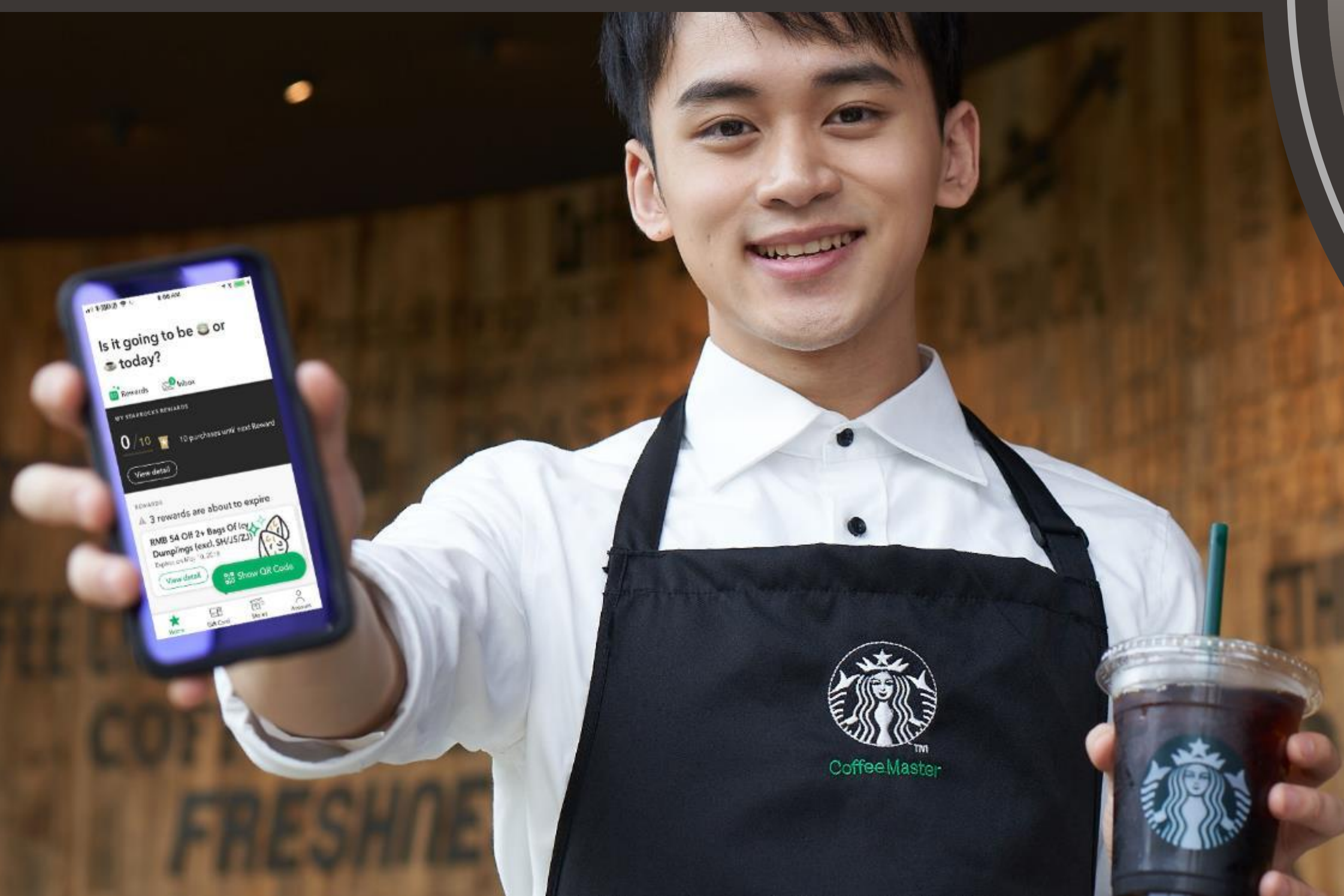
WE'VE ONLY
JUST BEGUN



WE'VE ONLY
JUST BEGUN



WE'VE ONLY
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