

STARBUCKS CARD CORPORATE SALES

CONNECTING THE THOUGHTS

You can do it!

Well done.

Thank you.





IT'S ALWAYS A GOOD TIME FOR THE STARBUCKS CARD

The Starbucks Card offers something for everyone. For you, the Card is a great way to drive business initiatives. You can create programmes that drive results, change customer behaviour or simply express thanks.

For your customers and employees, the Starbucks Card is a gift they love to receive. They can enjoy the Card at Starbucks stores in the UK, Republic of Ireland, USA, Canada, Mexico, Australia and Hong Kong for whatever they want - lattes, pastries, cafetières, whole bean coffee, CDs and more - whenever they want it.

Our corporate sales team can
be reached on 020 8834 5100
Monday to Friday, 9am to 5.30pm.
And we're always open at **www.starbucks.co.uk**

Copywriting guidelines.

Okay

On behalf of [company name],
please enjoy this complimentary
£5 Starbucks Card.

Your creative pieces should clearly illustrate that the offer is from your company, not Starbucks.

When using the Starbucks Card as an incentive or reward, position the Card as a complimentary gift or treat for your customer rather than a free offer.

Always specify the denomination loaded on the Starbucks Card.

The Starbucks Card should always be referred to as a "Starbucks Card."

Not Okay

THIS JOLT'S ON US!
On behalf of Starbucks®
and [company name], enjoy this free
£5 Starbucks Card® gift card.

The words used in your creative piece should not refer to any possible stimulating effect of coffee. Also, avoid coffee puns (for example, "Thanks a latte!") and colloquial expressions (such as "java" or "joe").

It is not necessary to use a registration mark when talking about the Starbucks Card or Starbucks Coffee Company. A registration mark is only required when talking about Starbucks® products or services.

Your creative piece may not appear to be a joint or co-branded promotion with Starbucks. Any reference to Starbucks should be secondary to your company.

The Starbucks Card should not be referred to as a gift card, gift certificate or coffee card.

Use the word "complimentary" instead of "free."

Starbucks Card wordmark and image usage.

Okay



**STARBUCKS
CARD**

You are welcome to use the Starbucks Card wordmark and/or image as long as your programme does not involve the solicitation of new customers.

Okay



The Starbucks Card image should be less prominent than your company's logo when used in a promotion.

Not
Okay



No use may be made of the Starbucks logo or any other Starbucks proprietary materials.

Not
Okay



The Starbucks Card wordmark or image cannot be manipulated, distorted, overlapped or covered in any way when it appears in your creative piece.

A few more things.

TERMS AND CONDITIONS: These are clearly stated on the back of the Starbucks Card carrier. You do not need to include them in your creative piece.

LEGAL REVIEW: Please remember that all programmes and materials using the Starbucks Card are subject to Starbucks legal and brand approval. Starbucks reserves the right to refuse usage of the Starbucks Card name, wordmark and image in any promotion. Please allow approx 5 to 10 working days for legal and creative approval.

TRADEMARK NOTICE: The following notice must be used on all creative pieces using the Starbucks Card name, wordmark, image or brand. It should be placed on its own line, separate from your company's legal information.

Starbucks, the Starbucks logo and the Starbucks Card design are either trademarks or registered trademarks of Starbucks U.S. Brands, LLC.

Starbucks is not a participating partner or sponsor in this offer.

If you have any questions about how you may use the Starbucks Card, give us a call on 020 8834 5100 or email us at greatcoffee@starbucks.com.

Our team is happy to help.



MOTIVATE BEHAVIOUR

The Starbucks Card is a great motivator. It encourages employees and existing customers to open their minds to your new products, services and programmes.



REWARD PERFORMANCE

Who doesn't love to be recognised for their hard work? The Starbucks Card is a thoughtful expression of your gratitude, and is remembered by employees long after it's received.



APPRECIATE LOYALTY

A little goodwill goes a long way in fostering customer loyalty. Starbucks Card is a great way to show customers how much you appreciate their business.

MOTIVATE BEHAVIOUR



You can do it!

The key to motivating people is to give them something they want. Use the Starbucks Card to motivate people to change their behaviour or give your new products and services a try.

A FEW MORE IDEAS:

- Surveys
- Customer contact information updates
- Opt-ins for company news and information
- Referral programmes
- Product or service upgrades
- Subscription renewals
- Add-on purchases



REWARD PERFORMANCE



Well done.

Praise is a sincere way to improve morale. Starbucks Card can help you express how much you value your employees' hard work and their everyday contributions to your success.

KEEP THE REWARDS COMING:

- Customer service excellence
- Employees of the month
- New employee referrals
- Safety, sales and attendance awards
- Employee birthdays and anniversaries

APPRECIATE LOYALTY



Thank you.

It's the little things that create loyalty. Give the Starbucks Card as a token of your appreciation, or use it to help turn an unpleasant experience into a positive interaction.

OTHER WAYS TO SHOW YOU CARE:

- Top customer recognition
- Festive gifts
- Customer birthdays
- Customer service recovery
- Customer feedback
- Scheduling changes
- Product recalls

STARBUCKS CARD CARRIER



and commitment
little smoother,
at your nearest Starbucks

pre-loaded £10.00

YOU CAN HANDWRITE YOUR OWN MESSAGE AND AMOUNT ON THE CARRIER

We offer denominations of £5 to £150 (€5 to €150).

Enjoy Your Starbucks Card.

Take good care of your new Starbucks Card, and it'll provide you enjoyment for years to come. A good place to start is www.starbucks.co.uk. That's where you can register your Card to protect its value against theft or loss, and reload it for continued use over and over.



Welcome around the World

UK, Republic of Ireland, USA, Canada, Australia, Hong Kong and Mexico.

CUSTOMISING THE STARBUCKS CARRIER

Our Card carrier can be personalised with your logo and a message to suit your business needs.

CUSTOM MESSAGE ORDERS



**PERSONALISE
A MESSAGE**

**CHOOSE AN AMOUNT
AND IT WILL BE PRINTED
ON THE CARRIER**

We offer denominations of
£5 to £150 (€5 to €150).

To:

From:

Thanks for all your hard work and commitment this
month. To make your day go a little smoother,
enjoy a treat at your nearest Starbucks

pre-loaded € 10.00

Enjoy Your Starbucks Card.

Take good care of your new Starbucks Card, and it'll provide you enjoyment for years to come.
A good place to start is www.starbucks.co.uk. That's where you can register your Card to protect
its value against theft or loss, and reload it for continued use over and over.



Welcome around the World

UK, Republic of Ireland, USA, Canada, Australia, Hong Kong and Mexico.

CUSTOM MESSAGE ORDERS

- The minimum order for a custom message is 15 Cards and all Cards must be the same denomination.
- Print up to seven lines (60 characters per line).
- For custom message orders there is a customising charge of 15p per Carrier.

CUSTOM MESSAGE WITH LOGO ORDERS

To: Our valued customer

From: Natalie, National Survey

NATIONAL SURVEY

ADD YOUR COMPANY LOGO

PERSONALISE A MESSAGE

CHOOSE AN AMOUNT AND IT WILL BE PRINTED ON THE CARRIER

pre-loaded € 10.00

Enjoy Your Starbucks Card.

Take good care of your new Starbucks Card, and it'll provide you enjoyment for years to come. A good place to start is www.starbucks.co.uk. That's where you can register your Card to protect its value against theft or loss, and reload it for continued use over and over.

STARBUCKS CARD

Welcome around the World
UK, Republic of Ireland, USA, Canada, Australia, Hong Kong and Mexico.

STARBUCKS
COFFEE COMPANY

CUSTOM MESSAGE WITH LOGO ORDERS

- The minimum order for a custom message with logo is 15 Cards and all Cards must be the same denomination.
- A one-off setup fee of £10 applies to all custom logo orders.
- For custom message with logo orders there is a customising charge of 15p per carrier.
- Please allow approximately 3 to 6 working days for custom logo printing, plus delivery.

LOGO ART REQUIREMENTS

- We will ask for an electronic file of your logo.
- We accept black and white TIFF, JPEG or EPS format at actual size from 300 to 1200 dpi. The imprint area is 2.54cm high x 6.35cm wide.
- Before printing your custom logo order, we email one complimentary proof for your approval.
- Custom logos are printed in black only.
- Card carrier dimensions (closed): 10.5cm high x 14.8cm wide. Font is Clarendon, 9 point, centred.

USING THE STARBUCKS CARD IN YOUR CREATIVE MATERIALS

Who is your audience?

Okay

Thanks for your
interest in our company.
The information you
requested is included,
as well as a
£10 Starbucks Card
for you to enjoy.

Use the Starbucks Card to communicate with current customers, or those who have opted-in to learn more about your company.

Not Okay

We want you!
Become a new
customer today and
we'll give you a
£10 Starbucks Card.

Use of the Starbucks name and image to prospect for new customers is not permitted.

How are you communicating with your audience?

Okay

When communicating with your audience, direct mail, HTML emails and website landing pages are ideal media for your promotion.

Not Okay

The Starbucks Card may not be used in mass media advertising, including television spots, radio and magazine ads.

THANK YOU FOR THINKING OF STARBUCKS

The Starbucks Card is an excellent choice to motivate, reward and appreciate the people around you. It shows your customers and employees how important they are to you and connects them to the success of your business.



PLACING YOUR ORDER

Starbucks Cards are available in denominations of £5 to £150 (€5 to €150), with a minimum order of 15 Cards.

To order your Starbucks Cards, email us at: **greatcoffee@starbucks.com** or telephone **020 8834 5100**. Our team is available Monday to Friday, 9am to 5.30pm.

DELIVERY OPTIONS

We offer complimentary delivery to one location within the UK. For multiple delivery locations, please ask for more details.

PAYMENT METHODS

BACS OR CHAPS, Visa®, MasterCard®.

PLEASE NOTE

Starbucks Cards purchased for business purposes may be tax deductible. Please consult your tax adviser to determine deductibility.

Unless you have registered your Starbucks Card it cannot be returned, exchanged or replaced if the Card is lost or stolen.

Prices and copy accurate at time of print.



STARBUCKS CARD CORPORATE SALES (UK) Ltd
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www.starbucks.co.uk
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