**INTEGRATED MARKETING COMMUNICATIONS**

**LEARNING OUTCOME 1: ACTIVITY 1**

**Pairs Activity**

**Communication breakdown for Starbucks**

Start this task by gaining a better understanding of Marketing Communications. To do this visit the following websites.

* www.ama.org
* https://exchange.cim.co.uk/
* http://adassoc.org.uk/

**Your challenge**

Apply the theory by read through the Starbucks ‘Race for Life’ case study in the Study Guide and, and in pairs, identify five reasons why the brand’s good intentions failed as a marketing communications strategy and suggest ways that you believe would have achieved a better result.

|  |  |  |
| --- | --- | --- |
|  | WHY THE CAMPAIGN FAILED | HOW IT COULD HAVE BEEN IMPROVED |
| **1** |  |  |
| **2** |  |  |
| **3** |  |  |
| **4** |  |  |

**Things to think about:**

1. What business is Starbucks in?
2. Who was the target audience and what were their expectations of the brand?
3. How is Starbucks positioned in its market?