

MOBILE

Starbucks builds hype for Fashion Week with Foursquare push

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By RACHEL LAMB

Starbucks has rolled out a Foursquare initiative, where consumers can unlock special badges by following Starbucks Frappuccino with a chance to win passes to Fashion Week.

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Using the application from mobile social network Foursquare, consumers can follow Frappuccino around New York and check-in on their mobile devices to fashionable destinations. Users that check-in to enough places will unlock a limited-edition badge, where they will be entered for a chance to attend Fashion Week.

“The Foursquare promotion is helping position Starbucks as a forward-thinking, innovative brand,” said Jamie Turner, Atlanta-based chief content officer at The 60 Second Marketer and and co-author of *How to Make Money with Social Media*.

Caffeine-fueled chase

Foursquare members can follow Frappuccino to check out where the drink is checking in.

So far, Frappuccino has checked into New York hot spots such as The Stanton Social, Bliss Spa and the Museum of Modern Art. Its Foursquare page is

<http://www.foursquare.com/frappuccino>.



Frappuccino Foursquare page

Participants will go to the same places, and can unlock a limited-edition badge with three check-ins.

This will enter them for a chance to win tickets to Mercedes-Benz Fashion Week.

“Many of our customers are smartphone users and we want to connect with them where they are,” said a Starbucks spokeswoman. “Starbucks is working with location-based social media – including Foursquare – to reward and recognize customers.”

Additionally, after earning the badge, consumers can visit the Frappuccino Fashion Crew near Lincoln Center from Feb. 2-9 to receive a free bottled Frappuccino.

Starbucks for a younger generation

Starbucks may be trying to reach a younger demographic with this particular campaign.

Foursquare, Facebook and other social media tend to draw a younger crowd.

This could be the brand’s way of reaching out to customers that it already has, while also forming relationships with future customers as they get older.

“Brands are constantly looking for new and innovative ways to stay connected with their prospects and customers,” Mr. Turner said.

Social media is proving to be one of the most effective ways for brands to connect with consumers.

Because the channel is so new, it presents ways for brands to get creative and innovative in order to connect with consumers who they may not have been able to interact with.

The type of social media used depends on the brand and who it is trying to intrigue, but Mr. Turner recommends that brands stretch their presence to ensure as much consumer interaction as possible.

“Using mobile and social to connect with prospects is the equivalent of a fisherman fishing with more hooks,” Mr. Turner said. “If you have one hook in the water, you can only catch one fish at a time, but if you have multiple hooks in the water, you can catch many fish at once.”

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Final Take

Last year's Mercedes-Benz Fashion Week

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