

Starbucks is a coffee innovator and global marketer

Items Displayed: Companion Booklet and e-learning module

Situation

The Starbucks Marketing Dept. had a need for a training module for new hires. Blue Jay Media was chosen to create an interactive e-learning tool along with companion booklet.

Product Description

The product allows interactive learning that educates new hires within the Starbucks Marketing Dept. about past, present and future objectives.

The architecture of the program allows a new hire to drag and drop with visual interactions, learning objectives, provide marketing resources and the appropriate brand guidelines.

Objective

Design a e-learning module and companion booklet to the target audience. Starbucks had a detailed profile of the marketing professionals that would acquire this interactive learning system.

Solution

The Starbucks intranet was used in combination with a carefully timed campaign and advertising within internal publications

Results

A corporate e-learning module for new hires that could showcase their extensive history while reflecting the company's existing marketing efforts.



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