



&

LIVINGLY  
media

SWEET ESCAPES  
CUSTOM PROGRAM

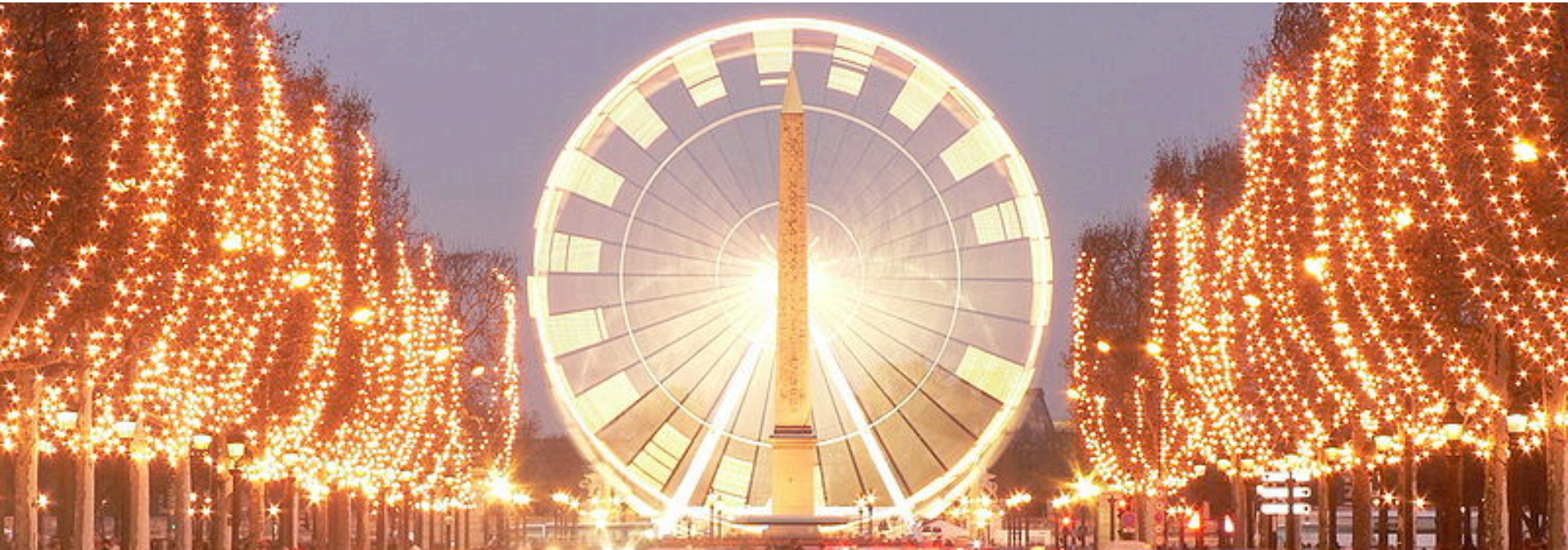


## STARBUCKS OBJECTIVES

- Introduce the new Vanilla Macchiato while driving awareness of the full Macchiato platform
- Give our target audience the things we know they'll enjoy within environments we know they love

## LIVINGLY STRATEGY

Our custom *Sweet Escapes* program will build authentic connections between the Starbuck's Sweet Escapist target audience, and its Macchiato line of drinks via a combination of custom designed interactive lifestyle content experiences, and bold rich media executions.





# SWEET ESCAPES CUSTOM PROGRAM OVERVIEW

## **StyleBistro *Trendsetters* Sponsorship:**

- *Trendsetters*- All new section created exclusively for Starbucks' to own – filled with news and views from fashion world icons and insiders
- *You Complete Me*- Trendsetter Q&A series incorporating Starbucks into each conversation

## **Lonny *Travel Style* Sponsorship:**

- *Travel Style* Section- Exclusive ownership of editors most inspirational travel content featuring destinations around the globe
- *Find Your Ideal Spring Escape Quiz*- Ownership and integration in an all-new interactive feature that helps readers discover their next escape

## **Custom Ad Experiences**

- *Theme Stream* Traffic Driver
- *How Do You Macchiato?* Active Skin
- *Macchiato Break*
- Mobile Ad Experiences



# **STYLEBISTRO TRENDSETTERS SPONSORSHIP**

# TRENDSETTERS SECTION

Deeply integrate Starbucks Macchiato brand messaging within an all-new **Trendsetters Section** created with Sweet Escapists in mind.

## ABOUT:

- **StyleBistro Q&A:** Insights and perspective from Fashion tastemakers and professionals
- **Fashion News:** Updates about iconic personalities that are defining fashion culture
- **Brand Spotlight:** Latest looks and trends from top fashion houses
- **#FF Follow Friday:** Weekly tips on the best fashion-focused Instagram users to follow
- **You Complete Me** (see page 6)

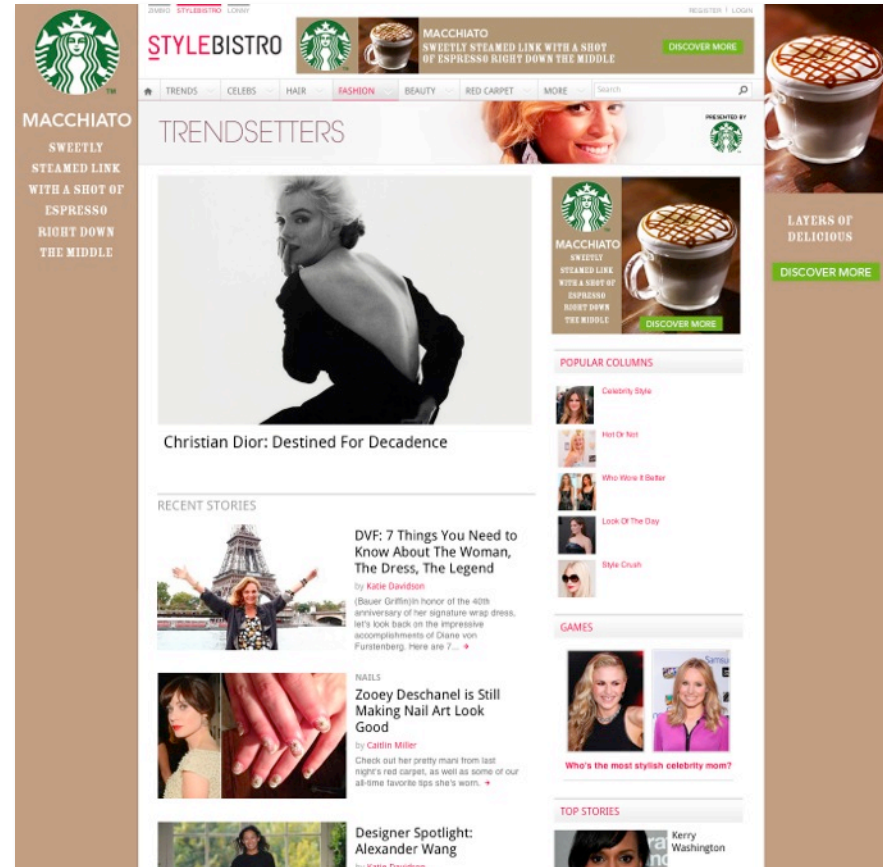
## SPONSORSHIP:

- Fashion Channel Homepage Takeover (3 days)
- 100% SOV Trendsetters Section with co-branded header
- Fashion Channel targeted media
- *You Complete Me* brand integration (see page 6)

## PROMOTIONS:

- *Theme Stream* traffic driver
- Editorial homepage inclusion
- Included in site wide navigation bar
- Editorial social posts

*\*Editorial subject to change*



# YOU COMPLETE ME INTEGRATION

StyleBistro will inspire Sweet Escapists to drink Starbucks through seamless inclusion of the Starbucks brand within a custom series of its *You Complete Me* conversations with industry trendsetters.

## ABOUT:

- **You Complete Me:** Industry insiders share details on those pivotal fashion pieces and beauty products that help complete their look, while sharing more about themselves, their work, and their style

## SPONSORSHIP:

- Inclusion of Starbucks product mentions in five installments of *You Complete Me*:
  - Each trendsetter will be asked what their favorite Starbucks drink is as part of each *You Complete Me* interview
- 100% SOV of *You Complete Me* pages – part of Trendsetters Section sponsorship

## PROMOTIONS:

- Editorial homepage inclusion
- Editorial social posts
- One co-branded social post

The screenshot shows the StyleBistro website interface. At the top, there's a navigation bar with 'TRENDS', 'CELEBS', 'HAIR', 'FASHION', 'BEAUTY', and 'RED CARPET'. The main content area features an article titled 'You Complete Me: Clark's Botanicals Ultra Rich Lip Tint' by Jenny Meyer. The article includes a photo of Jenny Meyer and a quote: "My friend, Francesco Clark, started this line and I became instantly obsessed. It hydrates without being sticky and there are different tint colors that are not too loud, very subtle. It give you a very small hint of color but more importantly, it is so smooth without the goopy feeling of other glosses. I use morning, noon, and night religiously." The article is sponsored by Starbucks, as indicated by the Starbucks logo and 'MACCHIATO' branding in the header and sidebar.

(Courtesy Clark's Botanicals)

Who: Jenny Meyer @jennybett  
Where: New York City, NY  
By Day: President, **Jennifer Bett Communications**  
I run my own consultancy where I work with a variety of fashion brands on their marketing and public relations strategies. I like to start off the day with a Starbucks Macchiato.  
By Night: SoulCycle Addict/Margarita Connoisseur  
Style: Glam + Classic

Native Starbucks branding integration example

# **LONNY TRAVEL STYLE SPONSORSHIP**



# TRAVEL STYLE SECTION

Set the imaginations of Sweet Escapists a blaze with design-minded hotel and travel destination inspiration from all corners of the globe, with exclusive sponsorship of the Lonny *Travel Style* section.

## ABOUT:

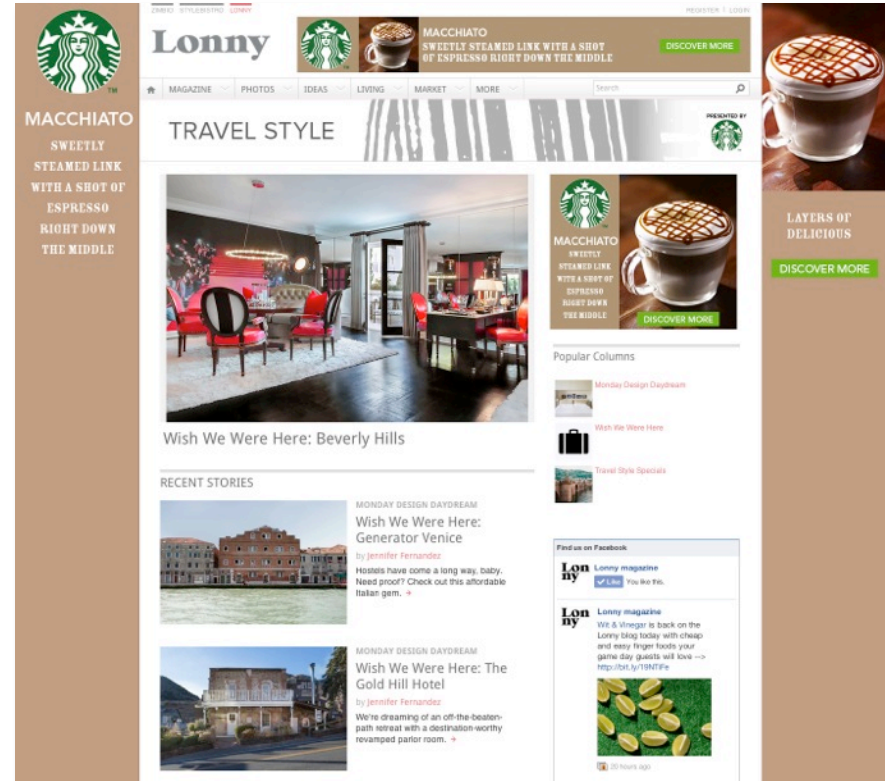
- **Travel Ideas:** A design perspective on hotels, cities, spas, and more for jet-setters on all budgets
- **Monday Design Daydream:** Places and spaces to set your sites on
- **Wish Your Were Here:** Favorite destinations and accommodations to travel to now
- **#TravelStyle:** Custom curated collection of Lonny's favorite Instagram travel images
- **Find Your Ideal Spring Escape Quiz?** (see pg 9)

## SPONSORSHIP:

- Living Channel Homepage Takeover (3 days)
- 100% SOV of Section with co-branded header
- Living Channel targeted media
- *Find Your Ideal Spring Escape Quiz?* sponsorship and integration (see pg 9)

## PROMOTIONS:

- *Theme Stream* traffic driver
- Editorial homepage inclusion
- Included in site wide navigation bar
- Editorial social posts





# FIND YOUR IDEAL SPRING ESCAPE QUIZ

Plunge Sweet Escapists even further into the **Travel Style** experience with exclusive sponsorship and integration within this custom quiz that recommends ideal travel destinations and escape-like experiences based on the reader's personality.

## ABOUT:

- **Your Ideal Spring Escape Quiz:** Users complete a series of personality questions to receive one of eight spring escape idea results
- **Spring Escape Specials:** Each of the eight spring escape ideas will be accompanied by a photo special featuring destination highlights, and design ideas from the region
- **Socially Optimized:** Both quiz results and specials will be optimized for social media sharing to promote viral buzz

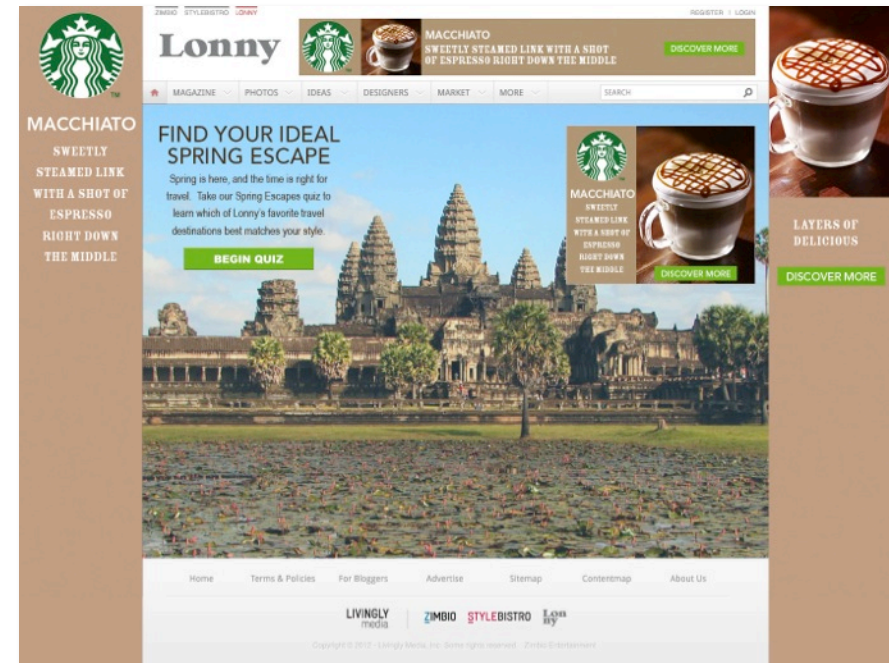
## SPONSORSHIP:

- 100% SOV of quiz and all specials
- Integration within one quiz question (see mock)

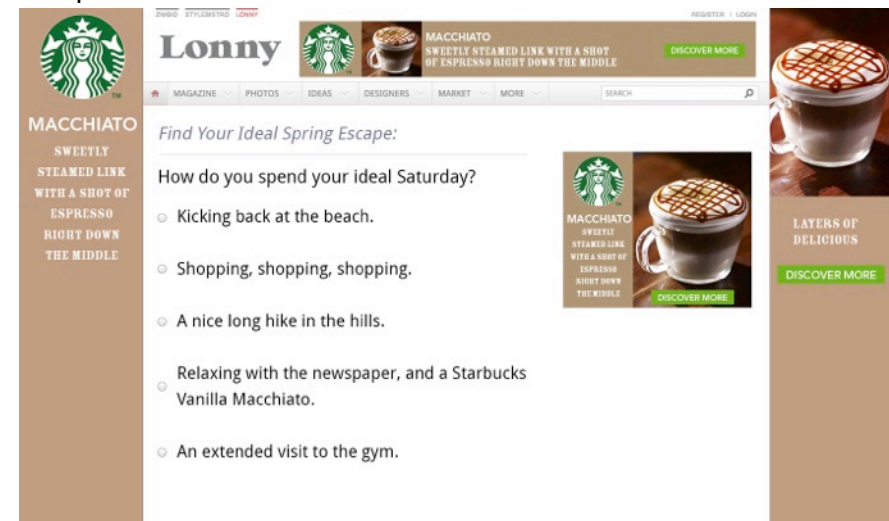
## PROMOTIONS:

- Featured within Travel Style section
- Editorial homepage inclusion
- Editorial social posts

## Quiz Landing Page



## Sample Question



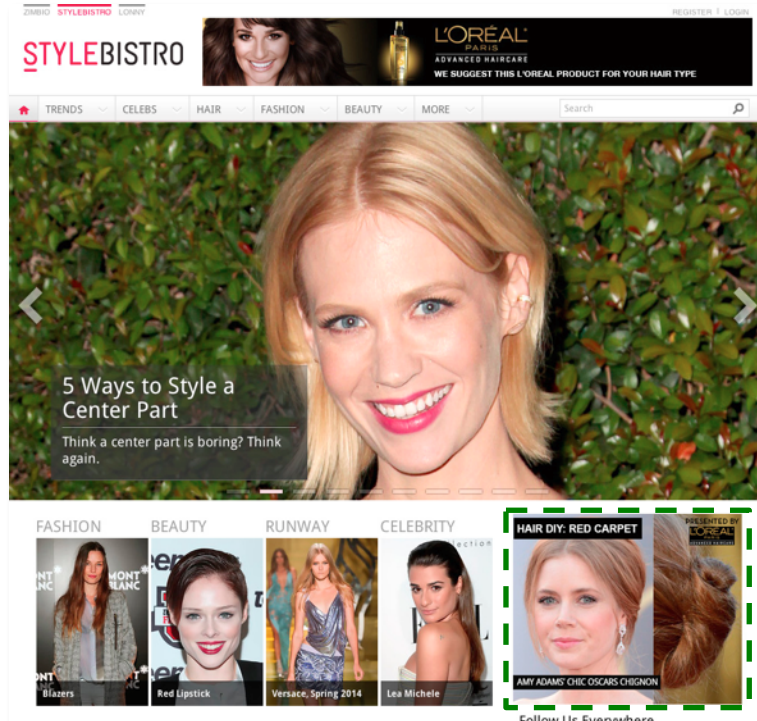
# CUSTOM AD EXPERIENCES

# THEME STREAM TRAFFIC DRIVER

The co-branded **Theme Stream** unit integrates custom content into an interactive ad experience to give Starbucks Macchiato sponsorships bonus exposure and maximize user engagement with the brand.

## DETAILS:

- 300x250 theme stream unit expands to 600x300, including Starbucks branding
- Designed to “tease” readers with images and headlines from the sponsored **Trendsetters**, and **Travel Style** sections using an animated scrolling experience
- Each image linked independently to the content page
- Unit will run throughout StyleBistro and Lonny to maximize reach and distribution of sponsored content





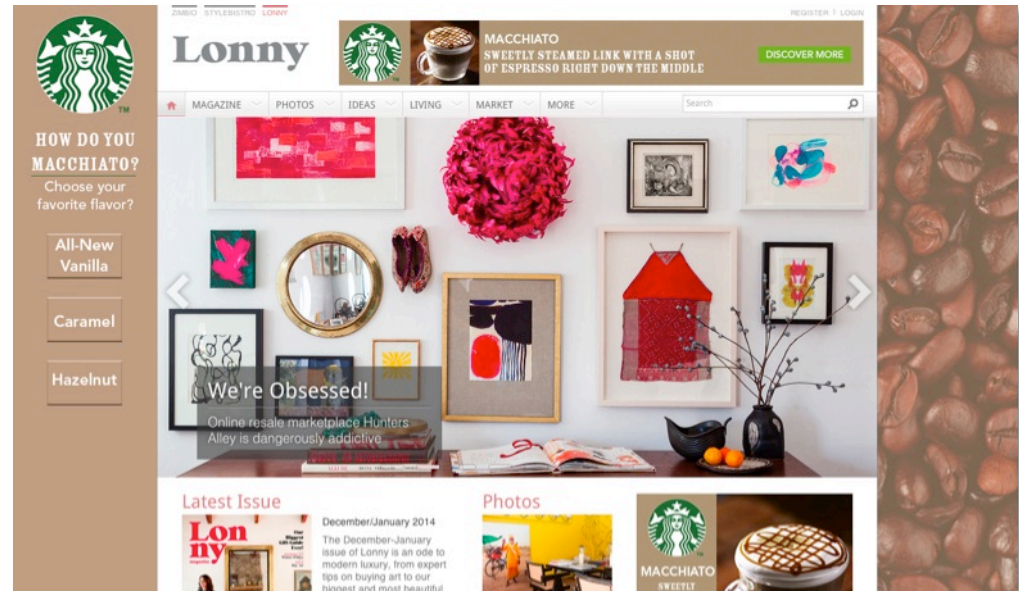
# HOW DO YOU MACCHIATO? ACTIVE SKIN

Maximize Starbucks Macchiato awareness and engagement with a high-profile rich **Active Skin** experience.

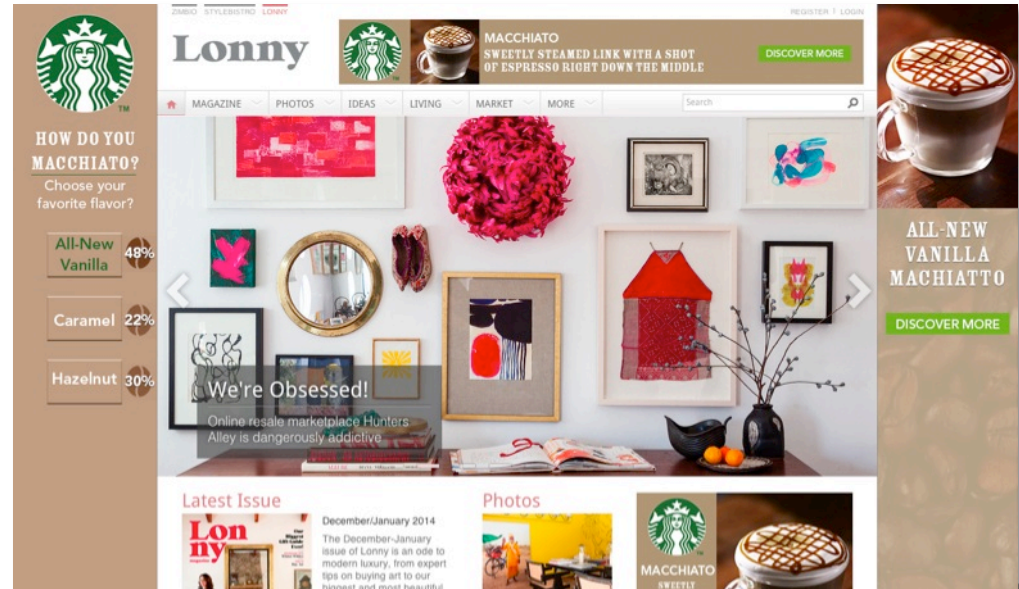
## DETAILS:

- The *How Do You Macchiato?* Active Skin asks Sweet Escapist to choose their favorite Macchiato flavor to reveal flavor-specific results skin featuring:
  - Product imagery, copy, and background color based on flavor choice
  - Percentage based poll results
- Each of the three Macchiato flavors will have it's own results skin treatment
- Designed to sync with Starbucks Macchiato branded leaderboard and m-rec for the ultimate takeover experience
- Click through will drive directly to the preferred Starbucks Macchiato brand or social media page

## Initial State



## Results State



# MACCHIATO BREAK

Custom *Macchiato Break* unit provides seamless integration of Starbucks Macchiato messaging and product within the natural flow of StyleBistro and Lonny's highly engaging photo slideshows.

## DETAILS:

- Includes prominent Starbucks Macchiato branding and creative to highlight the product platform in a mid-content experience
- 800x600 unit will be synced with Starbucks Macchiato leaderboard for massive 100% SOV experience
- Will live within all editorial photo special, look book, and slideshow content

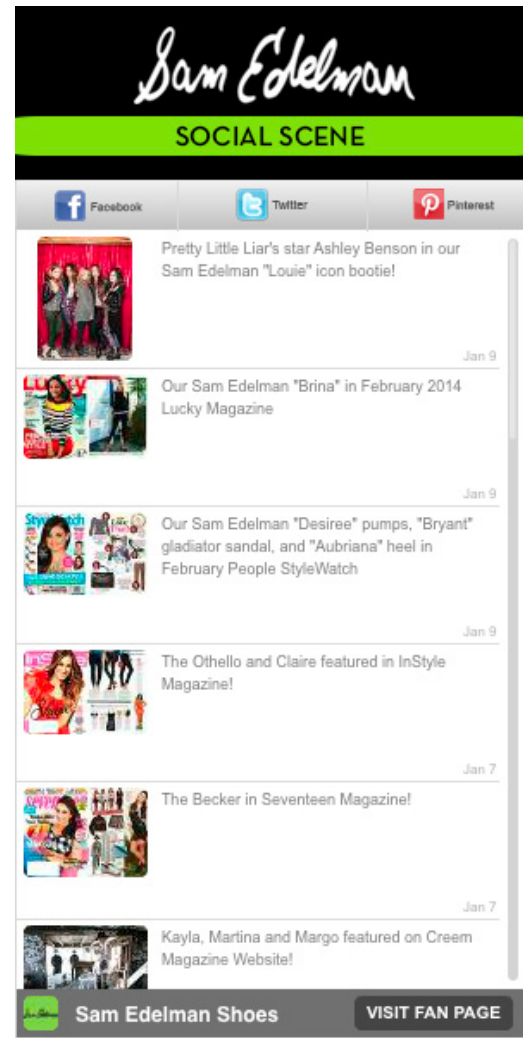
The screenshot displays a website interface with a navigation bar at the top. The navigation bar includes the logos for ZIMBIO, STYLEBISTRO, and LONNY, along with a search bar and links for REGISTER and LOGIN. Below the navigation bar, there is a main content area featuring a photo slideshow. The current slide is a Starbucks Macchiato advertisement. The advertisement is divided into two main sections: a top section with the Starbucks logo and a bottom section with a close-up photo of a Macchiato coffee. The text in the bottom section reads: "MACCHIATO SWEETLY STEAMED LINK WITH A SHOT OF ESPRESSO RIGHT DOWN THE MIDDLE". A green button labeled "DISCOVER MORE" is positioned at the bottom of the advertisement. A pink "NEXT" button is visible above the advertisement.

# SOCIAL AMPLIFIER

Boost exposure to Starbuck's social media presence with our custom **Social Amplifier** experience.

## DETAILS:

- 300X600 pixel unit can feature up to 4 of Starbucks real-time, interactive social feeds - Facebook, Twitter, YouTube, and/or Pinterest profiles
- Users will be able to click through to “follow” or “like” Sam Edelman social profiles within unit
- Customizable 300x100 pixel branding area can be set to click through to Starbucks brand site





# MOBILE AD EXPERIENCES

Reach Livingly's massive audience of 11 million+ mobile users while they're on the move with an assortment of **Mobile Ad Experiences**.

## DETAILS:

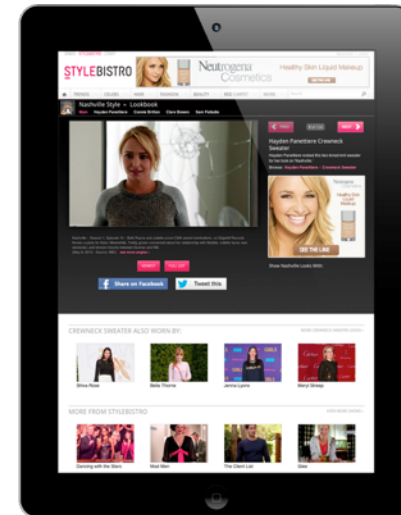
- Mobile Ad Experiences Include:
  - Smartphone units designed to drive users to Starbucks Macchiato mobile site:
    - Billboard (320x70 pixels)
    - M-Rec (300x250 pixels)
  - Tablet units designed to drive users to Starbucks Macchiato desktop/web-based site:
    - Leaderboard (728x90 pixels)
    - M-Rec (300x250 pixels)

Smart Phone



Leaderboard

Medium Rectangle



Tablet Leaderboard and M-Rec

# LIVINGLY media



ZIMBIO



Lonny



STYLE  
- BISTRO