



UGC WITH STARBUCKS AND STANLEY

A Sample Lesson Plan from Mujo Learning Systems

002 | Lesson Overview

003 | Introduction: What is UGC?

005 | Case Study: Starbucks White Cup Contest

006 | Discussion: UGC Risks and Benefits

007 | Activity: Stanley Tumbler Campaign

010 | Evaluation Rubric

Lesson Overview

This package provides teachers with everything they need to teach students about user generated content. A rough estimate of the content timing and sequencing has been provided below.

Timing Estimate	Content
20 minutes	Introduction: What is UGC?
20 minutes	Case Study: Starbucks White Cup Contest
20 minutes	Discussion: UGC Risks and Benefits
45 minutes +	Activity: Stanley Tumbler Campaign

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Discussion Question Notes for Teachers

These discussion questions can be completed in small groups or as a whole class. Answers will vary, but themes to consider include:

- 1. Great way to build community, free*
- 2. Less control, potential for trolling, difficult to encourage*
- 3. Provide clear guidelines, closely moderate submissions*

Discussion Extension

Task students with reading Starbucks' follow-up article on the White Cup Contest winner and discuss the ways in which UGC can also benefit a business's customers.

Activity Note

The Stanley tumbler template is also available through Canva: https://www.canva.com/design/DAF6Wir1hhU/eFCPXMxq688_flk2VinqA/view?utm_content=DAF6Wir1hhU&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview

Introduction: What is UGC?

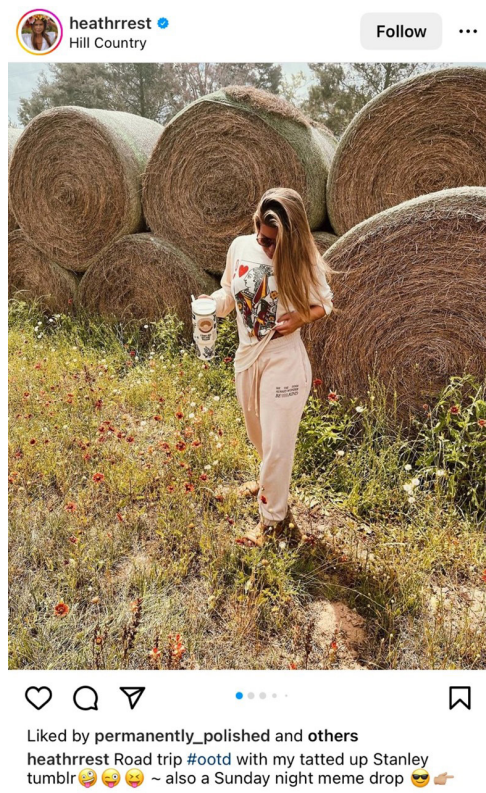
User-generated content, or UGC, refers to text, images, and video content promoting a business posted to social media or other channels by that business’s customers. This can include things like reviews of a business posted to Yelp, or images featuring a business’s products posted to Instagram. UGC can be extremely valuable to businesses: Not only does it help build a sense of community amongst a business’s customer base, it also serves as free advertising, and turns a business’s customers into advocates for the brand.

Prompting customers to create content for a brand can be formalized through events such as contests, where customers are offered a reward or prize for creating interesting or compelling new content on behalf of a given business. But businesses can also earn UGC without directly offering rewards or prizes. In some cases, simply asking customers to post about their experiences with a business and its product can be an effective way to generate UGC.

User-generated content can be created through a number of channels, including:

Social Media Content

Businesses can collaborate with customers on social media by inviting them to share their personal stories, experiences, or other creative content related to their products or services. For instance, a business that sells outdoor apparel might invite their customers to share photos of themselves wearing the business’s gear while out on a hike. This kind of social media content can help businesses foster a sense of community and transforms customers into co-creators.



Reviews and Testimonials

Encouraging satisfied customers to provide feedback and share their experiences with a business provides potential clients with authentic insights into the value of a business's offerings. These endorsements not only validate a business's credibility but also empower customers to actively influence others' purchasing decisions. By incorporating reviews and testimonials into their marketing efforts, businesses leverage the experiences of their satisfied customers to bolster their brand image.

Q&A sessions

Brands can also collaborate with their customers by hosting Q&A or question and answer sessions with their customers. Businesses can use these sessions to answer user-submitted questions about their products. Q&A sessions are a great way to earn engagement, create a sense of community, and educate consumers about a business's products. For instance, a software developer may host a monthly Q&A session on a video platform such as YouTube or Twitch and give users a chance to ask questions about their software or suggest changes for future updates. This can be an informative and generative way for businesses to create content alongside their customers.

Case Study: Starbucks White Cup Contest

In 2013, coffee chain Starbucks began selling white reusable cups featuring the Starbucks logo. While these cups were initially launched as part of a campaign to reduce the waste generated by their disposable cups, Starbucks' marketing team soon realized that the white cups created an opportunity for a new marketing campaign. The cups, which featured only the Starbucks logo on a white background, provided a perfect surface for customers to draw their own design. With this in mind, Starbucks launched the 'White Cup Contest,' which challenged its customers to create their own designs on their reusable Starbucks cups and post them to Instagram.



The White Cup Contest turned out to be a massive success. Not only was it a great way to market their reusable cups, but it also earned Starbucks a huge volume of user-generated content. Customers across the country made their own creative designs on their white cups and posted pictures of them to Instagram. These posts generated even more interest in the White Cup Contest, as well as the Starbucks brand more generally. In this way, Starbucks found a fun and creative way to engage with Instagram users.

There are several lessons that digital marketers can learn from the success of Starbucks' White Cup Contest.

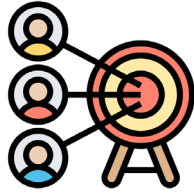
1. **Encourage customer participation:** One of the central drivers of the White Cup Contest's success was its ability to generate customer participation. While the contest did offer a prize for the best design, many customers posted their own designs as an opportunity to show off their own artistic ability to their friends and followers on Instagram. By providing an opportunity for users to showcase their creativity, Starbucks was able to generate a huge volume of Instagram content promoting their brand.
2. **Understand the culture of a social media platform:** At the heart of the White Cup Contest is a strong understanding of why people use Instagram. Users are not checking their Instagram feed to be shown ads. Many users want to use Instagram to highlight their own creativity: The White Cup Contest provided an easy way for users to do that. The contest provided Instagram users with a means to showcase their artistic talents and earn their own positive interactions on Instagram, while simultaneously promoting Starbucks' brand.

Discussion: UGC Risks and Benefits

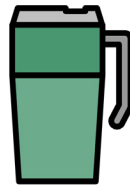
1. What are some advantages of user-generated content?
2. What are some possible risks of user-generated content?
3. How can digital marketers develop campaigns that encourage user-participation but also mitigate any potential risks?

Activity: Stanley Tumbler Campaign

In this activity, imagine you have been hired by Stanley to help them develop a marketing campaign for a new tumbler. Stanley has tasked you with designing a new tumbler and then finding ways to build a UGC campaign around the new design. The campaign can be completed in three steps:



Target Market Research



Tumbler Design



UGC Planning

Target Market Research

Before designing your new tumbler, you will need to build an understanding of your designs target audience. Use the provided worksheet to help define the target market for your design.

Tumbler Design

Once you have defined your target market, design your tumbler using the provided template. Be sure to keep your target market in mind when developing your tumbler design and include elements that would appeal to their interests and hobbies.

UGC Planning

Once you have designed your tumbler, brainstorm ideas for how Stanley could encourage their customers to post about it on social media.

When planning your UGC campaign be sure to keep your target market in mind. Start by drafting some copy that conveys to your audience how they can participate in your UGC campaign. For example, “Share a photo of yourself enjoying your new mug and tag our account for a chance to win!”

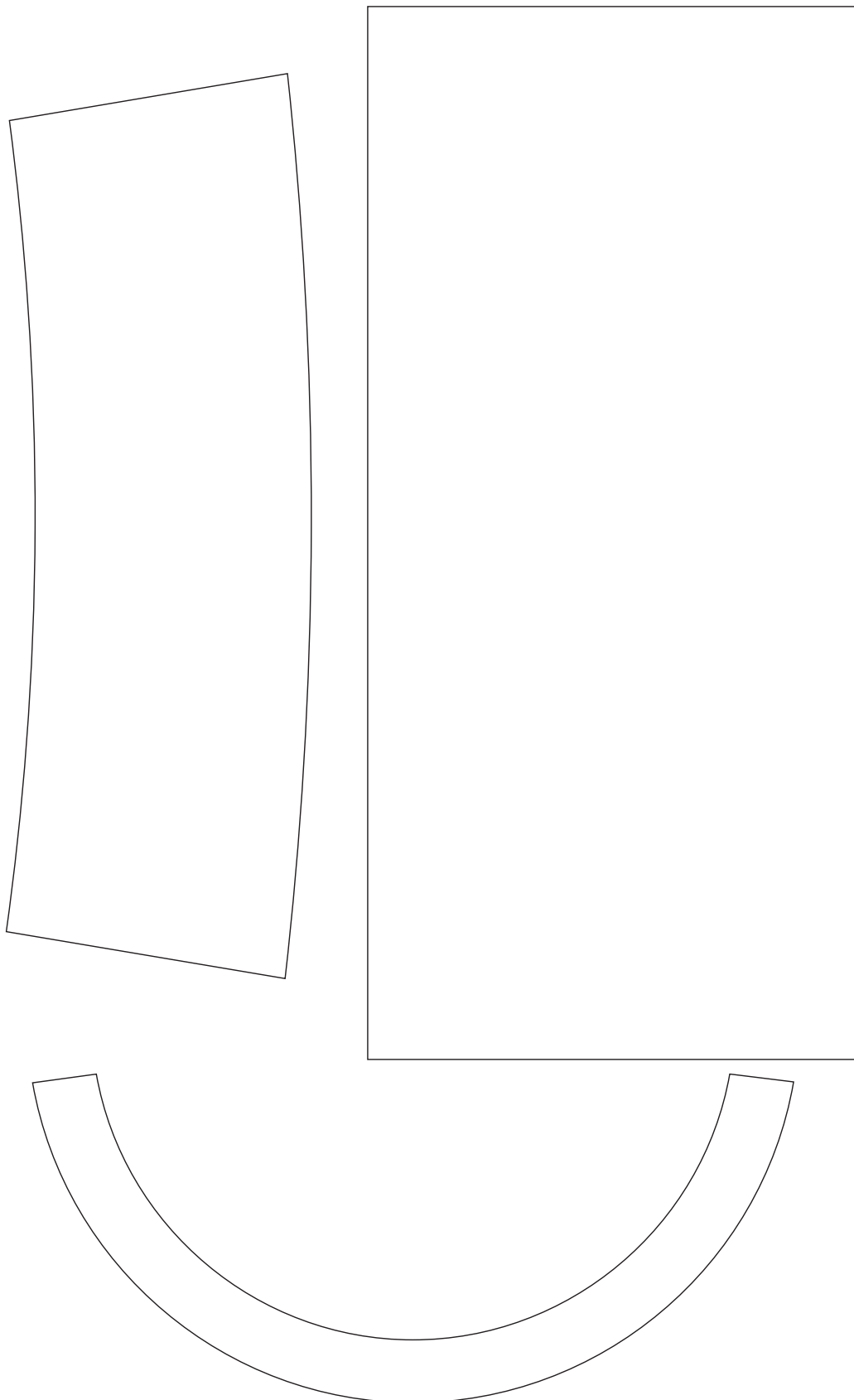
Then, you can develop graphics to help promote your campaign. These graphics can be drawn by hand or created using software such as Canva. Create at least three unique graphics explaining your campaign to your target audience.

Target Market Research Worksheet

Use this worksheet to outline the target market for your Stanley tumbler design. For each category, consider the ideal customer for Stanley's tumbler.

<p>Demographics</p> <p>Age Range:</p> <p>Gender:</p> <p>Location:</p> <p>Occupation:</p> <p>Marital Status:</p>	
<p>Lifestyle</p> <p>Interests:</p> <p>Hobbies:</p> <p>Media Usage:</p> <p>(preferred social media channels, etc.)</p>	
<p>Brand Relationship</p> <p>Main Occasion for Product Use:</p> <p>Product Purchase Frequency:</p> <p>Key Benefits from Product:</p>	

Stanley Tumbler Template



Evaluation Rubric

Criteria	3 Points	2 Points	1 Point
Planning Sheet: Target Market Identified	Target market is clearly identified and described in detail on the planning sheet.	Target market is partially identified on the planning sheet.	Target market is not identified on the planning sheet.
Target Market & Design	Design fully aligns with the identified target market. It demonstrates a deep understanding of the target market's preferences and interests.	Design somewhat aligns with the identified target market. Some elements reflect the preferences and needs of the target market.	Design does not align with the identified target market. There is little to no consideration for the preferences and needs of the target market.
Overall Design Elements	Design is visually appealing and well thought out. It incorporates all necessary design elements and is complete.	Design is somewhat visually appealing and includes most of the necessary design elements. It is mostly complete.	Design is not visually appealing and lacks some necessary design elements. It is incomplete.
UGC Planning	The drafted posts creatively prompt customers to create UGC in a way that clearly resonates with the target market.	The drafted posts effectively prompt customers to create UGC with some relevance to the target market.	The drafted posts provide an unclear prompt for UGC with little relevance to the target market.