

Getting Comparable ROIs from Tracking Starbucks ROI Study

This return on investment (ROI) study on Starbucks was conducted by Bruzzone Research based on their summertime drinks. In total, 1,600 people were surveyed in a pre- and post-test online interview. The last 800 consumers were unique from the first 800. The surveys were based on recognition. There were 24 items in the survey, including different TV commercial executions, radio commercials, print ads and out-of-home formats.

Since the research was conducted for return on investment (ROI), the cost breakdown was based on the number reached per 1,000 respondents for each 1 cent spent (per capita). There was also an additional measurement — additional buyers per 1,000 respondents for each 1 cent spent (per capita). The measures were directly comparable for all media, and people either recognized the ad or they did not.

The results showed that out-of-home was most efficient at reaching people — it accounted for 27% of the advertising recognized, but only 16% of the cost. As shown below:

