

Starbucks Case Study



Partner Creator Program

Opportunity

Starbucks aimed to empower and support partners through storytelling and advocacy, with a **vision to build a global community of employee creators**. The challenge was to develop a scalable content creation program that drives engagement, strengthens the brand, and delivers value to both partners and customers.

The Outcome

Starbucks partnered with Brand Networks to enable their partners to create content that authentically represents the partner experience.

- Partner engagement **increased by more than 20%** during the program pilot extension.
- Creators leveled up their content skills, resulting in **more usable creative asset submissions**.
- Use of partner content generation resulted in an estimated creative **cost savings of \$27K**.

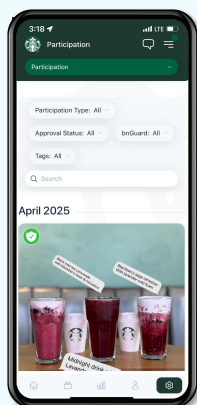
82%

Average participation by activity

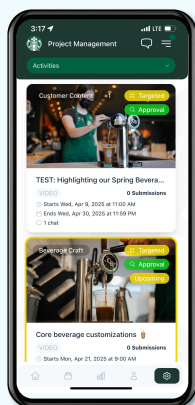
76%

Percent of usable assets

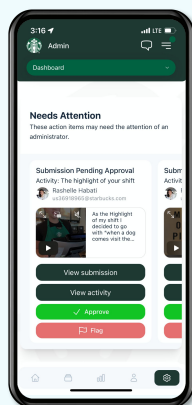
Admin Experience



Participation



Activities



Dashboard

Partner Content

