



## Starbucks Australia Social Media Audit

COMM2872 Social Media Communication

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## Introduction

Starbucks Australia is the local arm of the world renowned coffee chain. Starbucks Corporation, developed in Seattle, Washington in 1971 entered the Australian market in 2000, bringing a global reputation for consistent customer service, strong brand identity and high quality coffee. Besides facing early challenges in a background where coffee was already settled, Starbucks Australia has reestablished itself through a growing digital presence, strategic store placements and convenient prices. Nowadays, it operates across major cities including Melbourne, Sydney and Brisbane.

This report shows a comprehensive social media audit of Starbucks Australia, analysing its present performance and position in the main platforms such as Tiktok, Instagram and X. The analysis delves into the audience engagement, brand's content strategy, and visual consistency, illustrating comparisons with the two relevant competitors in the Australian market: Gloria Jean's Coffees, and The Coffee Club.

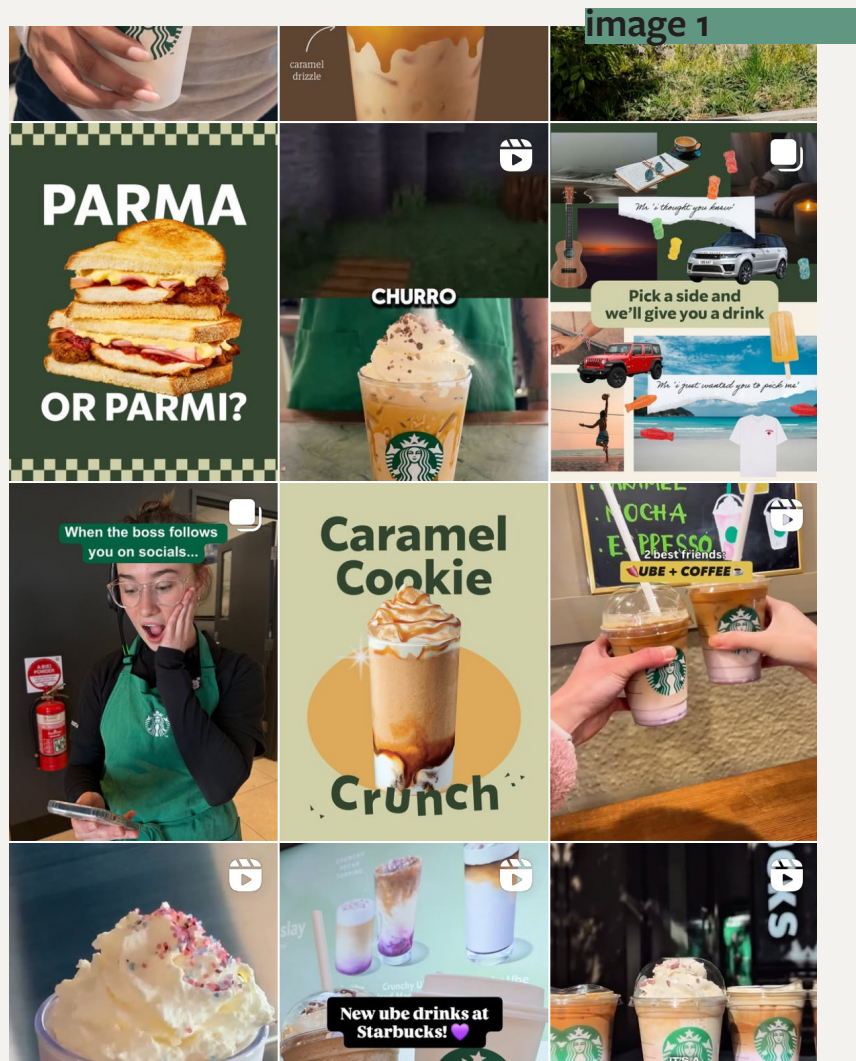
## Client Data

Starbucks Australia's social media strategy shows a brand consistent, coherent and neat approach across its many platforms: Instagram, Facebook, TikTok and all the others. The brand keeps a visually integrated presence through the strategic use of its iconic white and green palette, with quality images of its signature beverages, and a consistent communication centred on quality.

Across platforms, Starbucks Australia posts frequently, with Instagram and Facebook updated up to 5 times a week, while their TikTok profile is restored less frequently, with an average of 1-2 videos per week. Content mostly consists of product promotions, seasonal campaigns, community engagement and in store experiences. The brand has also added user generated content (UGC) and reposts stories from their loyal customers, strengthening its focus on creating a community and customer inclusion.

The brand's tone is inclusive, experience driven and warm, with captions that want to stimulate feelings of connection and comfort. Figure 1 (Instagram Grid Sample) shows how Starbucks merges a strong brand consistency with a clean aesthetic to appeal consumers to engage.

Starbucks's social strategy profoundly promotes owned media through neat content and paid media via sponsored posts, especially on Facebook and Instagram. On the other hand, unlike some competitors, Starbucks Australia doesn't use a lot of earned media, such as trend participation or influencer collaborations. This can restrict organic engagement, particularly on platforms like TikTok, where algorithm driven visibility and relatability determine reach.



## Starbucks Social Channels

Figure 1





FIGURE 1: <a href="https://www.starbucks.com.au">STARBUCKS.AU</a> SOCIAL CHANNELS							
Channel	URL	Profile Name	Profile Picture / Header	Followers	Post Frequency	Description/Info	ER
Instagram	<a href="https://www.instagram.com/starbucksau/">https://www.instagram.com/starbucksau/</a>	@starbucksau		103.228	3-5 times a week	To inspire and nurture the human spirit – one person, one cup and one neighbourhood at a time. Proudly Australian owned and operated.	0.36%
Facebook	<a href="https://www.facebook.com/StarbucksAtHomeAU">https://www.facebook.com/StarbucksAtHomeAU</a>	@starbucksAtHomeAU		104.095	3-5 times a week	For more <a href="https://www.starbucks.com.au/">information</a> and to find our nearest store, visit: <a href="https://www.starbucks.com.au/">https://www.starbucks.com.au/</a>	0.36%
TikTok	<a href="https://www.tiktok.com/@starbucksau">https://www.tiktok.com/@starbucksau</a>	@Starbucksau		1010	1-2 videos a week	Starbucks Australia Official	10%
Linkedin	<a href="https://www.linkedin.com/company/starbucks-australia/">https://www.linkedin.com/company/starbucks-australia/</a>	Starbucks Australia		6020	Once a month	With our partners, our coffee and our customers at our core	10%

Table 1 combines Starbucks Australia's presence across its four platforms: Instagram, Facebook, TikTok and LinkedIn, detailing their profile pictures, follower counts, posting frequency and engagement rates (ER).


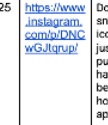
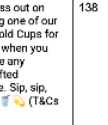
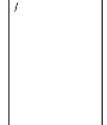
- Instagram/Facebook -> shows a high number of followers (104k) with similar post frequencies (3-5 times a week) with an ER of 0.36%. This is a low percentage, indicating a strong brand awareness but with a limited active engagement, probably due to a strong amount of promotional content instead of an interactive or trend-driven.

- TikTok -> 1000 followers, post 1-2 videos per week achieving a maximum of 10% ER. This shows that even if the audience is smaller, its content works better, probably due to TikTok algorithm preferring visually engaging and relatable videos.

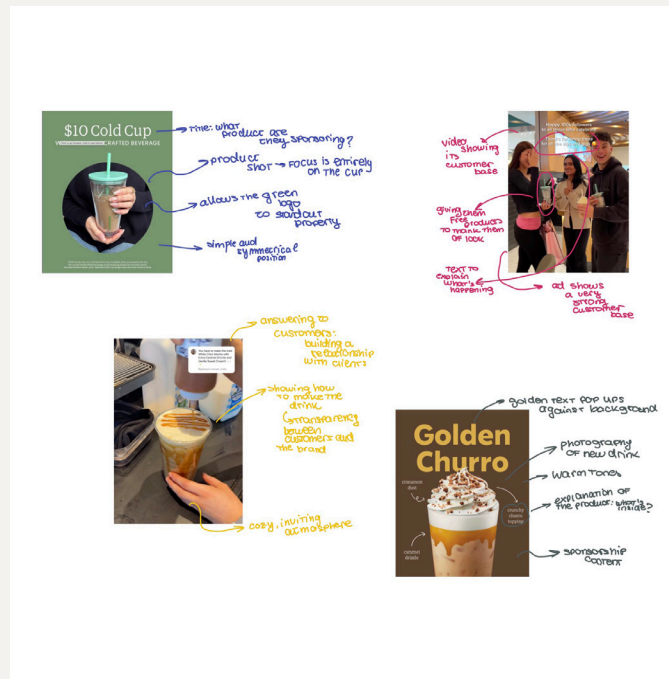
- LinkedIn -> posting once a month to a 6020 follower base, also reaches a high 10% ER, proving that employer branding content motivates strong interactions with a professional audience.

## Social Channels




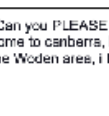
## Figure 2

POST	Post Date	URL	Caption	Likes	Comments	Best comment	ER
	08.08.25	<a href="https://www.instagram.com/p/DNcWgJl0rurp/">https://www.instagram.com/p/DNcWgJl0rurp/</a>	Don't miss out on snagging one of our Iconic Cold Cups for just \$10 when you purchase any handcrafted beverage. Sip, sip, hooray! 🥤 (T&Cs apply).	138	1	1	0.13%
	05.08.25	<a href="https://www.instagram.com/p/DJlM87qYITHP3/">https://www.instagram.com/p/DJlM87qYITHP3/</a>	You asked, we delivered!  Comment below what custom beverage we should make next ❤️	182	5	"Starbucks pls I need the pumpkin spice cream cold brew back. I had 17 last season. I need more."	0.18%
	31.07.25	<a href="https://www.instagram.com/p/Djd1wM1tLsgo/">https://www.instagram.com/p/Djd1wM1tLsgo/</a>	We recently reached 100k followers! 🥳 To thank you all, we went to @Chadstone.au and handed out goodies like free Cold Cups and vouchers. 🍪  Which store should we head to next? Drop your suggestions in the comments. 📌	270	40	"How about Murdoch, Piara Waters, Mandurrah, Ellenbrook, Clarkson or Butler? 🍪"	0.30%
	27.07.25	<a href="https://www.instagram.com/p/DJl14BSIRtH8/">https://www.instagram.com/p/DJl14BSIRtH8/</a>	"Cue the angels singing" 🎵 Churro meets coffee in the new Golden Churro range. This dip is pure heaven, case closed.	893	10	"I've tried this and del wasn't my fav :)"	0.87%

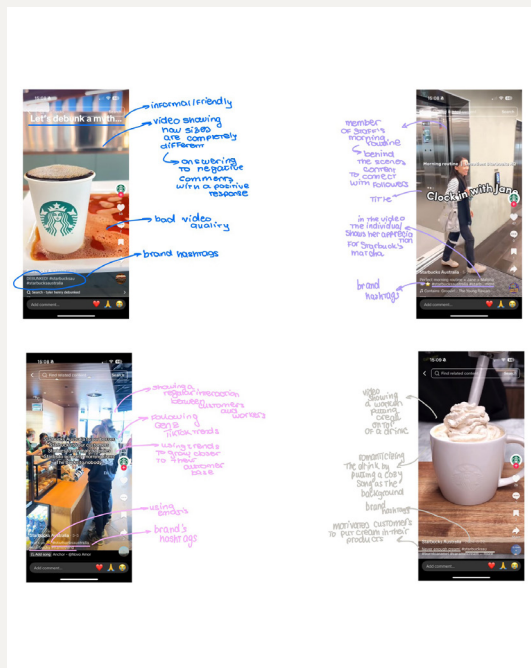
### Figure 3



### Figure 5

FIGURE 3: @StarbucksAU TikTok Content							
Post	Post date	URL	Caption	Number of likes	Number of comments	Best comment	ER
	06.02.25	<a href="https://www.tiktok.com/@starbucksau/video/7511114120859503880">https://www.tiktok.com/@starbucksau/video/7511114120859503880</a>	DEBUNKED! #starbucksau #starbucksaustralia	58	2	"Can you PLEASE come to canberra, like the Woden area, I beg"	%5.9
	23.05.25	<a href="https://www.tiktok.com/@starbucksau/video/7507442873437742354">https://www.tiktok.com/@starbucksau/video/7507442873437742354</a>	Perfect morning routine = Jane + Matcha #starbucksaustralia #starbucksau#matcha	47	0	/	%4.6
	05.05.25	<a href="https://www.tiktok.com/@starbucksau/video/7500710100772900104">https://www.tiktok.com/@starbucksau/video/7500710100772900104</a>	that's us #starbucksaustralia #starbucks#namestrend	89	1	Hey that's my Starbucks I go to like everyday	%8.9
	22.08.24	<a href="https://www.tiktok.com/@starbucksau/video/7402020619547610374">https://www.tiktok.com/@starbucksau/video/7402020619547610374</a>	A creamy, toasty Burnt Caramel Latte is all you need #starbucksau #burntcaramel #caramel latte #fyp	27	0	/	%2.6

### Figure 4





## Competitor Data

At first, both competitors The Coffee Club and Gloria Jean’s Coffees show a different creative direction for their social media presence. The Coffee Club’s channels (see Figure 4) show a brand-led aesthetic consistency among TikTok, Facebook and Instagram. Each platform has the same themes and messaging focused on “Good Times, Great Coffee” ethos, strengthening a premium cafe position. While Gloria Jean’s channels (Figure 7) are less united, varying in bio structure and the visual approach between platforms. While the brand identity is still recognisable, the theme changes in each channel. For example, TikTok has more relatable and lifestyle content, while Instagram has more of a product centric approach.

Both brands use the trend based content to connect with their consumers, The Coffee Club focuses on a limited edition product launches and experiential promotions. By the creation of inspiring cafe moments they encourage in-person visits. Gloria Jean’s Coffee also likes to be part of trend based content, like using POV storytelling connecting products into lifestyle moments as shown in the next table or styling chilled drinks as “accessories”. These strategies work with a younger demographic responding to culturally relevant and relatable content.

Both competitors encourage a community through interactive campaigns and comment responses. The Coffee Club’s posts and events foster a direct customer interaction, while Gloria Jean’s themed product drops issue content that drives user participation. This two way engagement strengthens the brand’s relationship with customers, positioning both companies as audience focused and approachable within Australia’s coffeehouse market.

## The Coffee Club

Figure 6






FIGURE 4: THE COFFEE CLUB SOCIAL CHANNELS							
Channel	URL	Profile Name	Profile Picture	Followers	Post Frequency	Description / Info	ER
Instagram	<a href="https://www.instagram.com/thecoffeeclubaustralia/">https://www.instagram.com/thecoffeeclubaustralia/</a>	TheCoffeeclubaustralia		41.8k	1 per day	Australian Feel Good Cafés. Filling Cups & Hearts Since '89. #TCC Download & Join The Club App!	0.17%
Facebook	<a href="https://www.facebook.com/tccau">https://www.facebook.com/tccau</a>	The Coffee Club Australia		104.255	1 per day	Australian Feel Good Cafés. Filling Cups & Hearts Since '89. #TCC Download & Join The Club App.	0.01%
TikTok	<a href="https://www.tiktok.com/@thecoffeeclubaustralia">https://www.tiktok.com/@thecoffeeclubaustralia</a>	Thecoffeeclubaustralia		2290	Once per month	Filling Cups & Hearts Since '89. #TCC	1.04%
LinkedIn	<a href="https://www.linkedin.com/company/thecoffeeclubaustralia/about/">https://www.linkedin.com/company/thecoffeeclubaustralia/about/</a>	The Coffee Club Australia		5k	Once per month	The meeting place for small moments that matter.	1.2%
Youtube	<a href="https://www.youtube.com/c/thecoffeeclub">https://www.youtube.com/c/thecoffeeclub</a>	Thecoffeeclub		4.340	never	The Coffee Club is Australia's largest home-grown café group with over 400 stores across Australia, New Zealand, Thailand, New Caledonia and China, serving more than 40 million cups of coffee every year and employing more than 6,000 staff.	/

Table 4 shows The Coffee Club Australia's presence across its main social media platforms: Instagram, Facebook, TikTok, and LinkedIn posting frequency, follower counts, brand descriptions or engagement rates (ER).

Instagram and Facebook -> strong customer base (Instagram: 41.8k, Facebook: 104k), with a consistent posting frequency of 3-4 times a week. Engagement rates (ER) are still low TikTok (2290 followers) -> posts with an average of once a week and has a higher ER of 1.04%, suggesting a stronger resonance on video platforms, probably due to its use of aesthetic beverage content, trend integration and behind the scenes preparation.

LinkedIn -> has a smaller audience (4340), but still has more followers than TikTok. The ER is not present because the brand has never posted on the website.

FIGURE 5: THE COFFEE CLUB INSTAGRAM							
Post	Post Date	URL	Caption	Likes	Comments	Best Comment	ER
	08.08.25	<a href="https://www.instagram.com/m/p/DmFTE2iPyx/">https://www.instagram.com/m/p/DmFTE2iPyx/</a>	Hello Helensvale! We unveiled our fresh new look with our Super Saturday and \$2 Brekkie Bun Run. Make sure you like + follow to see where the next transformation will be. Comment below what store you want to see next 📍	83	/	/	0.19%
	01.08.25	<a href="https://www.instagram.com/m/p/Dm121gNZp/">https://www.instagram.com/m/p/Dm121gNZp/</a>	Good times. Great coffee. Classic bites. #TCC	31	3	"coffee & yap"	0.08%
	30.07.25	<a href="https://www.instagram.com/m/p/DmUJYbjQIw/">https://www.instagram.com/m/p/DmUJYbjQIw/</a>	Little moments, big memories. It's the little things that stick. #FeelGoodCafes	41	1	"Yum!"	0.04%
	29.07.25	<a href="https://www.instagram.com/m/p/DmQIQpyYZp/">https://www.instagram.com/m/p/DmQIQpyYZp/</a>	For those who know chips are the main event, are you team chips stuffer or team side piece?	47	2	"Both 🍌🍷"	0.01%

Figure 7

Figure 8

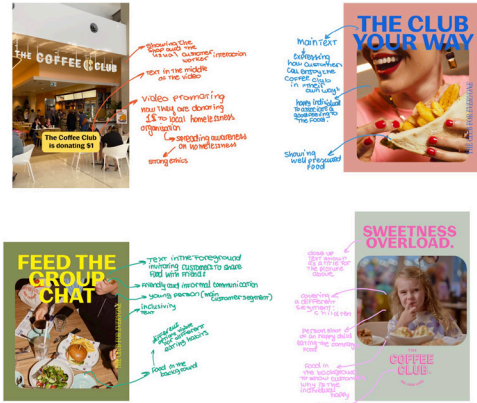


Figure 9

Figure 10

FIGURE 6: THE COFFEE CLUB TIKTOK							
Post	Post Date	URL	Caption	Likes	Comments	Best Comment	ER
	04.02.25	<a href="https://www.tiktok.com/@thecoffeeclubaustralia/video/7488592870325144887">https://www.tiktok.com/@thecoffeeclubaustralia/video/7488592870325144887</a>	8 cold drinks, 8 incredible flavours! Test out the Summer Sip Club range at The Coffee Club. Which one's your fave? #TCC	34	2	"I Want these"	%1.61
	20.03.25	<a href="https://www.tiktok.com/@thecoffeeclubaustralia/video/7483667011470363909">https://www.tiktok.com/@thecoffeeclubaustralia/video/7483667011470363909</a>	Crack into the fun with our Cracking Iced Latte and Milkshake, with an ultra-cool, crisp chocolate shell that's just waiting to be cracked! Because your drinks should be as exciting as they are delicious. Crack, sip, snap a pic! Here for a limited time only! #TCC	12	/	/	%0.52
	24.01.25	<a href="https://www.tiktok.com/@thecoffeeclubaustralia/video/7463383260681325841">https://www.tiktok.com/@thecoffeeclubaustralia/video/7463383260681325841</a>	There's nothing more Aussie than sipping something cold while the sun's out.	504	5	"Meow"	%22.2
	20.02.25	<a href="https://www.tiktok.com/@thecoffeeclubaustralia/video/7473361723790003461">https://www.tiktok.com/@thecoffeeclubaustralia/video/7473361723790003461</a>	The pop-up stall at Westfield Southland had Coconut Cloud Iced Lattes to try, and after one sip, a full-size was a must—especially for just \$5! 🍷☀️📍 If you haven't tried it yet, here's your sign. Keep your eyes out for the next pop-up coming near you 📍	27	/	/	%1.17



## Gloria Jeans Coffee

Figure 11

FIGURE 7: GLORIA JEANS COFFEE SOCIAL CHANNELS




Channel	URL	Profile Name	Profile Picture	Follower s	Post Frequency	Description/ Info	ER
Instagram	<a href="https://www.instagram.com/gloriajeanscoffees/">https://www.instagram.com/gloriajeanscoffees/</a>	@gloriajeanscoffees		21.9k	Every three days	Good cupping since '79. Chats & brews, old school.	0.30%
Facebook	<a href="https://www.facebook.com/gloriajeanscoffeesAUS">https://www.facebook.com/gloriajeanscoffeesAUS</a>	Gloria Jean's Coffee AUS		321k	Every two days	The Official Gloria Jean's Coffees Facebook Page	0.02%
TikTok	<a href="https://www.tiktok.com/@gloriajeanscoffeesau">https://www.tiktok.com/@gloriajeanscoffeesau</a>	Gloriajeanscoffeesau		1118	Once a month	Good cupping since '79. Chats & brews, old school.	3.22%

Table 7 shows Gloria Jean's Coffee social media platforms (Facebook, Instagram and TikTok) and an analysis of their presence.

Instagram -> 21.9k followers, has a solid following with posts published 2-3 times per week, reaching a positive outcome having a bigger customer base than other cafe brands.

Facebook -> 321k followers, posts on a similar schedule but has a very low ER of 0.08%, showing that besides its high number of followers, interactions are still minimal.

TikTok -> considered a newer channel with just 1118 followers, still has a stronger ER, 3.2%, thanks to engaging and short beverage preparation content and lifestyle videos.

Figure 12

FIGURE 8: GLORIA JEANS COFFEE INSTAGRAM							
Post	Post Date	URL	Caption	Likes	Comments	Best Comment	ER
	08.08.25	<a href="https://www.instagram.com/p/DNDC8cKousK/">https://www.instagram.com/p/DNDC8cKousK/</a>	The obsession is real. Iced Matcha = smooth, creamy, and worth every sip. 🍵 What's your go-to matcha moment?	31	/	/	0.14%
	05.08.25	<a href="https://www.instagram.com/p/DM7S3xNv_6Z/">https://www.instagram.com/p/DM7S3xNv_6Z/</a>	Behind the scenes at Gloria Jean's...we got the inside scoop on favourite drinks and more!	45	3	"Bless"	0.21%
	02.08.25	<a href="https://www.instagram.com/p/DM10-GNCjM/">https://www.instagram.com/p/DM10-GNCjM/</a>	Because being a passenger princess is that much better with a Gloria Jean's Strawberry Chiller in hand 🍓 #GloriaJean's #AllAboutFlavour	52	2	"🍓🍓"	0.24%
	30.06.25	<a href="https://www.instagram.com/p/DLgQnaWJrw/">https://www.instagram.com/p/DLgQnaWJrw/</a>	Quick stop, quality coffee. Get in, get out, and get on with your day Gloria Jean's style. #Timeless #GloriaJearns	40	1	"👍"	0.18%

Figure 13

using Gen 2 trends moving reliable content

as part of a trend of video for the product in the video

trying to use it in a way that reliable content to show others to follow

green jeans background to match the name of the product they're selling

inter-viewing a one member of power

making these look really good

adding content products changed to make the post instantly

using Gen 2 trends to sponsor products

using elements of the product making the customer excited and questioning it

showing the product as the product

using Gen 2 trends to sponsor products

using elements of the product making the customer excited and questioning it

showing the product as the product

Figure 14

some post as their Instagram page

using their brand's history and the drink's to find new customers interested in "product"

showing the product moving customers a new "cup"

different content, showing a specific company

including Gen 2

including the product

inviting customers to see how their products are made

video of two girls making the product

caption is relatable and friendly

some content as Instagram

reliable and to help

using the company's history

Figure 15

FIGURE 9: GLORIA JEANS COFFEE TIKTOK							
Post	Post Date	URL	Caption	Likes	Comments	Best Comment	ER
	08.08.25	<a href="https://www.tiktok.com/@gloriajean_scoffeesau/video/7535761930380758277">https://www.tiktok.com/@gloriajean_scoffeesau/video/7535761930380758277</a>	The obsession is real. Iced Matcha = smooth, creamy, and worth every sip. 🍵 What's your go-to matcha moment? #GloriaJean's #Matcha #AllAboutFlavour	34	/	/	3.04%
	14.05.25	<a href="https://www.tiktok.com/@gloriajean_scoffeesau/video/7504084381045198086">https://www.tiktok.com/@gloriajean_scoffeesau/video/7504084381045198086</a>	Proof that your best accessory is always a Gloria Jean's Chiller ☀️ #OOTD #Timeless	3	/	/	0.26%
	05.03.25	<a href="https://www.tiktok.com/@gloriajean_scoffeesau/video/750002471943621894">https://www.tiktok.com/@gloriajean_scoffeesau/video/750002471943621894</a>	A sneak peak into how the cult favourite Biscoff latte is made ** The @gicravenhall girls show us how it's done 🍵	8	/	/	0.71%
	08.02.25	<a href="https://www.tiktok.com/@gloriajean_scoffeesau/video/753371228792835384">https://www.tiktok.com/@gloriajean_scoffeesau/video/753371228792835384</a>	Because being a passenger princess is that much better with a Gloria Jean's Strawberry Chiller in hand 🍓 #GloriaJean's #AllAboutFlavour	28	/	/	2.50%

## Client Analysis

Starbucks Australia's social media strategy focuses on a brand consistent, organised approach among all platforms. With a strong following on both Facebook and Instagram (over 100k on both), their ER remains moderate (0.36% in both platforms), while LinkedIn and TikTok achieve a higher engagement besides their smaller audiences (See Figures 1,2,3). This distinctiveness implies that while their visual branding is instantly visible and coherent, the professional nature of their content might restrict interactions, especially on platforms where trend led content flourishes.

The brand has a strong focus on owned media, with content conforming to promotional posts aligned with global Starbucks ads. While this results in a professional and precise feed, it risks creating an idea of repetitiveness, leading to customers getting bored of the company. Without integrating more experimental formats or trend driven content Starbucks's social media page might struggle to leverage through platform algorithms that prioritise authenticity, reliability and authenticity (Tuten 2024, p 106). While this approach ensures a brand familiarity, Serazio and Duffy (2018, p. 746) states that controlled and corporate messaging lower relatability, making consumers less stimulated in engaging naturally. According to Hootsuite's social trends 2024 survey (cited in Tuten 2024, p. 110), "brands that publish entertaining content on social media will succeed in winning eyeballs and engagement, (compared to) brands that keep on publishing the same old stuff", emphasizing the need for Starbucks Australia to diversify its mix of contents.

When compared with competitors like The Coffee Club and Gloria Jean's Coffees, Starbucks social media marketing strategy looks more centralised and corporate, as these brands exhibit trend driven TikToks, behind the scenes clips, and a lifestyle focused photography, to strengthen a community engagement and make their products reliable

Even though Starbucks sometimes features user generated content and local store activations (e.g. 100k Followers Celebration), these examples are rare and usually obscured by global brand imagery. These contrasts with competitors who regularly feature customers, influences or employees, strengthening relatability and agreeing with Tuten's (2024, p. 121) awareness that community representation and public figures enhance positive brand associations and consumer interaction.

Concluding, Starbucks Australia keeps a premium and precise brand image, reinforced by a strong visual identity and a consistent posting. However, compared to competitors' strategies, the brand looks more conventional and less original. A prominent investment in trend responsive and earned media initiatives could not simply improve the ER, but also strengthen the brand's positioning within the highly competitive Australian coffee market.

## SWOT Analysis

### Strenghts

- > Starbucks is really well known with a strong international reputation, having this recognition strengthens loyalty and customer trust in Australia.
- > Starbucks keeps a coherent brand identity among platforms, from its premium to its green logo, this creates an inspirational image (Tuten, 2024, p.139).
- > Starbucks influences multiple platforms (TikTok, Instagram, Facebook) with adjusted content strategies to interest and attract diverse demographics.
- > The company uses improved loyalty program data and analytics to personalise offers through email marketing and fortify customer relationships (Sutherland, 2022, p.609)
- > High quality images and storytelling work well with lifestyle branding, strengthening the brand's affiliation with premium coffee culture

### Weaknesses

- > Previous issues in Australia due to the mismatch with the local cafe culture (favoritism towards artisanal expertise and independent cafes)
- > Social media content may look overly professional and less authentic, lowering relatability (Tuten, 2024, p.111)
- > Limited local storytelling might make content feel detached from the Australian customer values and preferences.
- > Dependence on algorithm driven reach and paid promotion may put the brand at risk of a low organic engagement (Serazio & Duffy, 2018, p.484)
- > Propensity to concentrate on follower counts and likes instead of building a meaningful relationship with the consumer base (Sutherland, 2022, p.613)

### Opportunities

- > The company could motivate customers to share coffee moments, this would amplify its authenticity and reach. (Serazio and Duffy, 2018, p.484).
- > Potential collaborations with Australian influences or food bloggers would boost relevance and credibility.
- > TikTok trends, polls and quizzes can strengthen engagement and coincide with participatory culture (Tuten, 2024, p.121)
- > Explaining the Australian coffee culture and sustainability efforts could enhance a better customer relationship with the brand and increase the brand's relatability.
- > Trying TikTok trends/challenges or behind the scenes storytelling might improve its relevance with younger demographics.

### Threats

- > The company could motivate customers to share coffee moments, this would amplify its authenticity and reach. (Serazio and Duffy, 2018, p.484).
- > Potential collaborations with Australian influences or food bloggers would boost relevance and credibility.
- > TikTok trends, polls and quizzes can strengthen engagement and coincide with participatory culture (Tuten, 2024, p.121)
- > Explaining the Australian coffee culture and sustainability efforts could enhance a better customer relationship with the brand and increase the brand's relatability.
- > Trying TikTok trends/challenges or behind the scenes storytelling might improve its relevance with younger demographics.

## Recommendations

Social media is known as “the ideal means for commercial coaxing”, (Serazio & Duffy, 2018, p.726). While Starbucks Australia keeps a polished and consistent feed, its strategy risks becoming repetitive. To stand out in a filled market, Starbucks could:

-> Make interactive content (polls, challenges) to activate a two way engagement (Tuten, 2024).

-> Use Australian influencer partnership to boost reach and add authenticity

-> Using humorous content, trend driven to correspond with customer culture (Braun & Eklund, 2019)

-> Evolve a distinct brand persona that goes farther than the visuals to promote a genuine connection (Sutherland, 2022).

These changes could help Starbucks Australia move from consistency to cultural relevance and a stronger engagement.



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