

THE POWER OF A COLLECTIVE VOICE

People are 60% more likely to engage with micro influencers (source: [Forbes](#)).

Live Case Study 



THE BRIEF



Opportunity to collaborate with Starbucks to generate authentic, organic content by inviting creators to:


- Visit one of their stores and vlog their experience.
- Upload the content to either Instagram or TikTok.
- Share the URL once live.
- As a thank you, each creator receives a £20 or \$25 Starbucks gift card.


EXAMPLE CONTENT





NB. Evidence of this collaboration originating from GroupSocial can be provided if required.



 **kathyreviewgirl** · Follow
Original audio

 **kathyreviewgirl** 1 w
We had a Starbucks Café Americano to start the day off right 🍷. Easy. Strong and smooth. Similar to how we feel in the morning 🍷 Nothing sets the tone for the day quite like that first Starbucks sip, whether it's during a coffee date or a solo moment. Because memorable coffee experiences are meant to be shared. #CoffeeDate #StarbucksLove #caféamericano


 **negar_6917.dr** 1 w
Always surprising ❤️


 **mtcep_lx** 1 w
🍷🍷🍷

Renlv

144 likes
10 October



 **cornishmummylife** · Follow

 **cornishmummylife** 1 d
a cosy weekend with @starbucksuk 🍷

seeing as I haven't been 100% lately we decided a little Starbucks trip was the plan for this weekend.

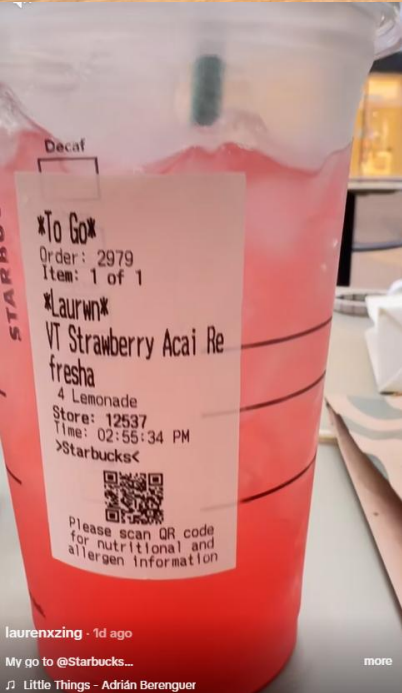
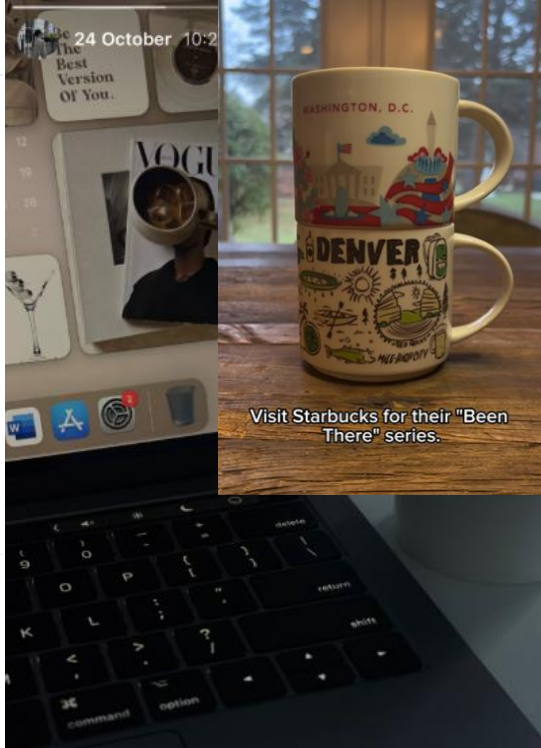
Lennie had a babychino with their granola pot of course, George had a massive cookie with a caramel Latte and of course I had a cookies and cream frappe! and of course Lennie had some of my drink 🍷

What's your go to Starbucks order? 🍷

@group.social @starbucksuk

364 likes
1 day ago





LIVE STATS



- Collaborations: **219**
- Reach: **3,149,000**