

CAP and CUT

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Case Study Starbucks

BEYOND THE BEAN: POURING HEART INTO COMMUNITY

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CRAFTING BRAND SUCCESS

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Since 2014, Cap and Cut™ has led in transforming visions into engaging narratives and immersive brand experiences. Specializing in creative design and storytelling, our Boston-based team crafts messages that resonate and compel your audience to act. Together, we'll not only make your brand's story unforgettable but also motivate your audience to engage deeply, ensuring a meaningful and actionable connection.



STARBUCKS - MARKETING VIDEO

Community Store Opening in Chelsea

BEYOND THE BEAN: POURING HEART INTO COMMUNITY

We helped Starbucks create an authentic video showcasing the deep connection between Partners and the local community for the opening of the Starbucks Community Store in Chelsea, MA.

Starbucks engaged our team to produce an authentic video showcasing the deep connection between Partners and the local community for the opening of the Community Store in Chelsea, MA. The purpose of the video was to vividly illustrate Starbucks' commitment to community and to celebrate the unique cultural tapestry of Chelsea through visual storytelling.

This project was not just about promoting a new store; it was about weaving a story of connection, diversity, and the impactful bonds within local communities.

Services

- On-Location Filming
- Graphic Design & Animation
- Localization
- Post-Production Editing
- Live Event AV Deployment

Impact

- 15% increase in quarterly revenue
- Foot traffic increased double digits
- Employee retention rose
- Average ticket prices grew nearly 10%.
- Customer satisfaction improved 20 points



Come Visit Us
¡Ven a visitarnos!



WHAT HAPPENED?

The store has established itself as one of Boston's highest grossing and most impactful Starbucks locations.

Impact by the numbers.

15%

INCREASE IN
QUARTERLY REVENUE

10%

INCREASE IN AVERAGE
TICKET SALES

13%

INCREASE IN
FOOT TRAFFIC

19PT

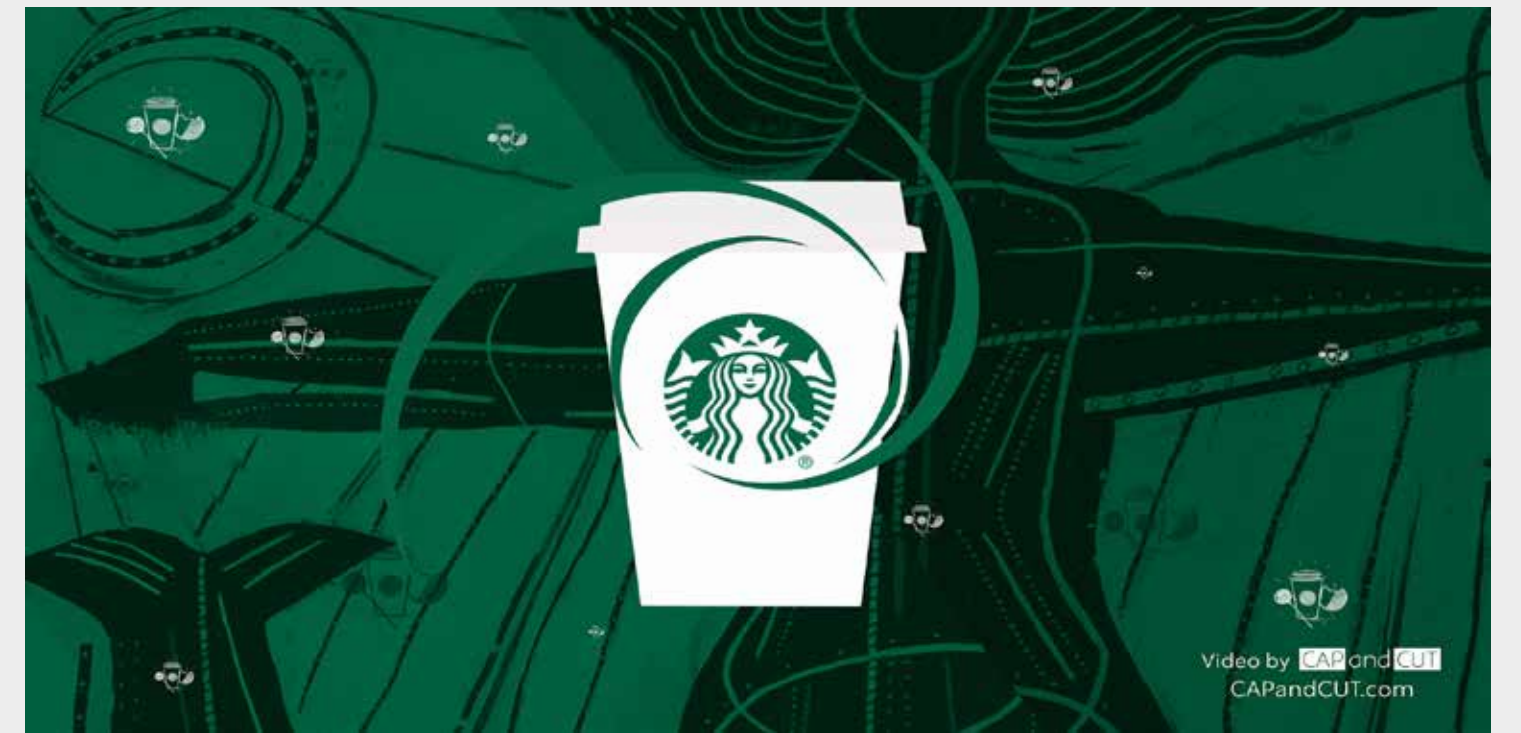
CUSTOMER CONNECTION
(SATISFACTION) ROSE BY

40%

EMPLOYEE TURNOVER
DECREASING



Y esta comunidad es muy solidaria con las





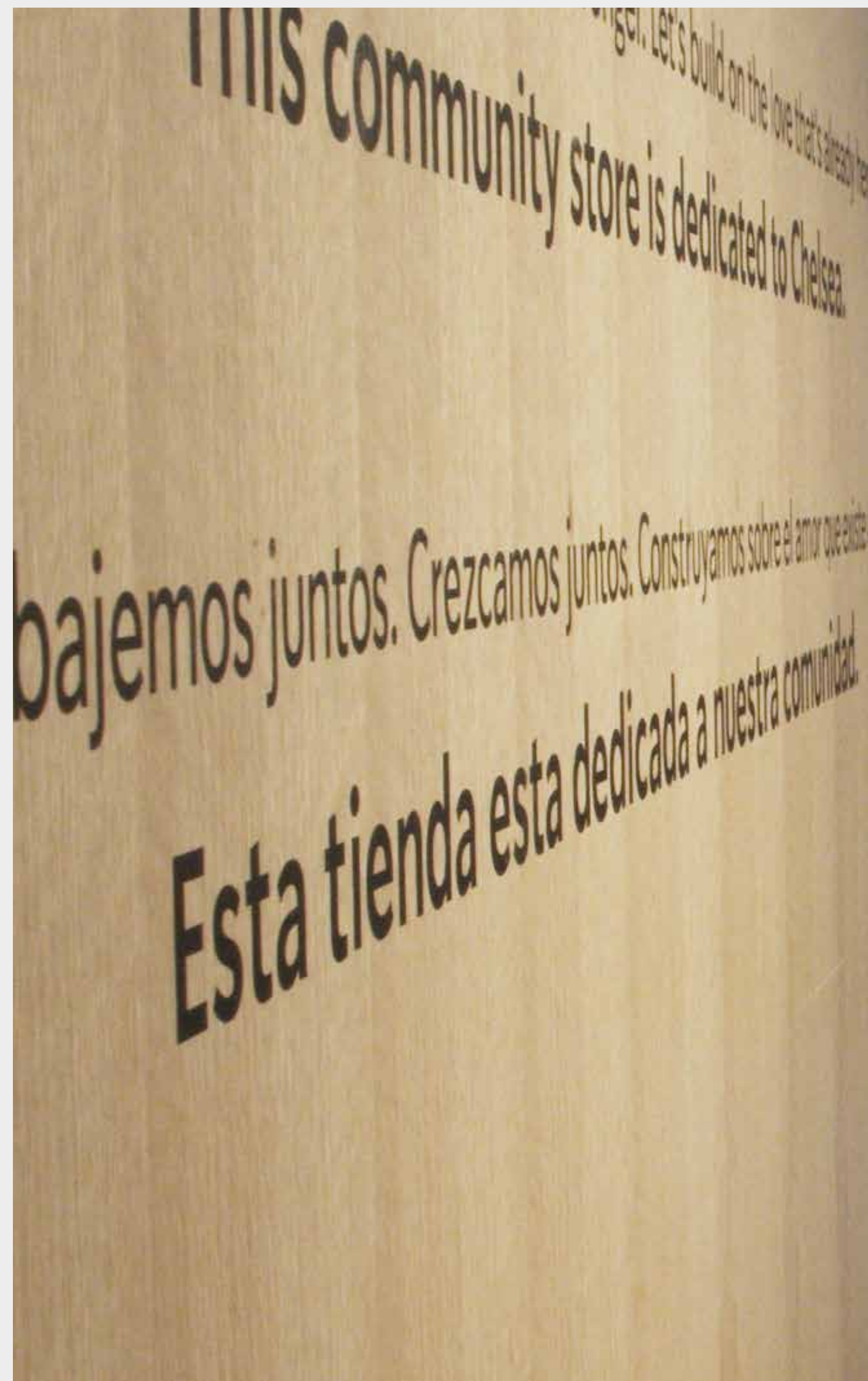
Process Notes

To convey Starbucks commitment to inclusivity and community engagement, we made an early decision to integrate bilingual elements like English and Spanish motion graphics and subtitles to honor Chelsea's diversity. The core of our narrative was to showcase the individual stories of Starbucks Partners – the employees at the heart of the Starbucks experience – and their profound connections with the Chelsea community.

We filmed in-depth interviews with the Partners, delving beyond their roles at Starbucks to uncover their personal stories, hopes and dreams. These weren't just employees of a global coffee chain; they were individuals with a deep commitment to their community, a shared history with the local residents, and a genuine love for the people they served daily. Each Partner had a unique tale to tell – from inspiring stories of personal growth to heartfelt accounts of community engagement.







In post-production, our editing team worked meticulously to weave these compelling stories into a cohesive narrative deeply echoing the harmonious blending of the heart of Starbucks with the vibrant spirit of Chelsea. We tailored this visual fabric through thoughtful inclusion of customer interactions, works by local artists, elegantly designed motion graphics, and bilingual subtitles, translating Partner voices between English and Spanish. These creative details, combined with genuine warmth on display in the welcoming store environment, tied together diverse video elements into an authentic, integrated portrait of community connectedness.



The Outcome

This project embodied far more than a marketing initiative. Through thoughtful storytelling, it celebrated the very spirit of community and validated Starbucks' mission of fostering human connections.

Our lens captured not merely the opening of a new store, but the soul of Chelsea – the partnerships, diversity and belonging that Starbucks takes pride in cultivating.

The video stands as a testament to the power of uplifting local voices, blending global reach with grassroots care.

WATCH VIDEO HERE

<https://vimeo.com/839379990/1e438191b9>

**Transform your vision into a compelling narrative today.
Collaborate with us to bring your story to life.**

Reach out now!

LET'S TALK
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