

Mujo Learning Systems Activity: User Generated Content (UGC)

Activity: Starbucks “White Cup” Contest & Stanley Cup Design

What is UGC? User Generated Content (UGC) is a very powerful Marketing tool where brands get free exposure from content created by customers. In this lesson we will refer to a Mujo Case Studies on Starbucks and transfer what we have learned to a “blank cup” Stanley project.

Activity Overview:

15 min: Distribute or display the Mujo case study called “Starbucks White Cup Contest” (pulled from Mujo’s Social Media Marketing book). Review as a class and do the discussion questions together.

10 min: Search for the article [“One Year Later, Starbucks White Cup Contest Winner Grateful to Inspire Others”](#) posted on Starbucks Story and News to hear about the winner of the 2013 contest. Discuss how a contest such as the Starbucks White Cup Contest can be mutually beneficial to both the brand, and the participants/winners, and is more valuable than the cash prize that was given..

10 min: Introduce and review activity steps with students. Present “Stanley Design Contest” and templates to your students. Note: This project can be done Digitally or by hand, depending on your preference!

1 hour+Your Discretion Student work on their pre-design questions to help guide their ideas, and complete their Stanley Cup design.

Canva Template Link: https://www.canva.com/design/DAF6Wir1hhU/eFCPXMxq688_flk2VinjqA/view?utm_content=DAF6Wir1hhU&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview

OPTIONAL EXTENSIONS: Presentation of designs and voting for contest winner. If voting separate into two categories, one for individual designs and the other for brand collaboration designs.

Need Help? Contact your Mujo representative or email questions to lexi.bentley@mujo.com

CASE STUDY: STARBUCKS' WHITE CUP CONTEST³

In 2013, coffee chain Starbucks began selling white reusable cups featuring the Starbucks logo. While these cups were initially launched as part of a campaign to reduce the waste generated by their disposable cups, Starbucks' marketing team soon realized that the white cups created an opportunity for a new marketing campaign. The cups, which featured only the Starbucks logo on a white background, provided a perfect surface for customers to draw their own design. With this in mind, Starbucks launched the 'White Cup Contest,' which challenged its customers to create their own designs on their reusable Starbucks cups and post them to Instagram.



The White Cup Contest turned out to be a massive success. Not only was it a great way to market their reusable cups, but it also earned Starbucks a huge volume of user-generated content. Customers across the country made their own creative designs on their white cups and posted pictures of them to Instagram. These posts generated even more interest in the White Cup Contest, as well as the Starbucks brand more generally. In this way, Starbucks found a fun and creative way to engage with Instagram users.

There are several lessons that digital marketers can learn from the success of Starbucks' White Cup Contest.

1. **Encourage customer participation:** One of the central drivers of the White Cup Contest's success was its ability to generate customer participation. While the contest did offer a prize for the best design, many customers posted their own designs as an opportunity to show off their own artistic ability to their friends and followers on Instagram. By providing an opportunity for users to showcase their creativity, Starbucks was able to generate a huge volume of Instagram content promoting their brand.

2. **Understand the culture of a social media platform:** At the heart of the White Cup Contest is a strong understanding of why people use Instagram. Users are not checking their Instagram feed to be shown ads. Many users want to use Instagram to highlight their own creativity: The White Cup Contest provided an easy way for users to do that. The contest provided Instagram users with a means to showcase their artistic talents and earn their own positive interactions on Instagram, while simultaneously promoting Starbucks' brand.



Discussion Questions

1. What are some advantages of user-generated content?
2. What are some possible risks with user-generated content?
3. How can digital marketers develop campaigns that encourage user-participation but also mitigate any potential risks?

Design a Stanley Contest!

Your job is to create a Stanley Design in response to their new contest.

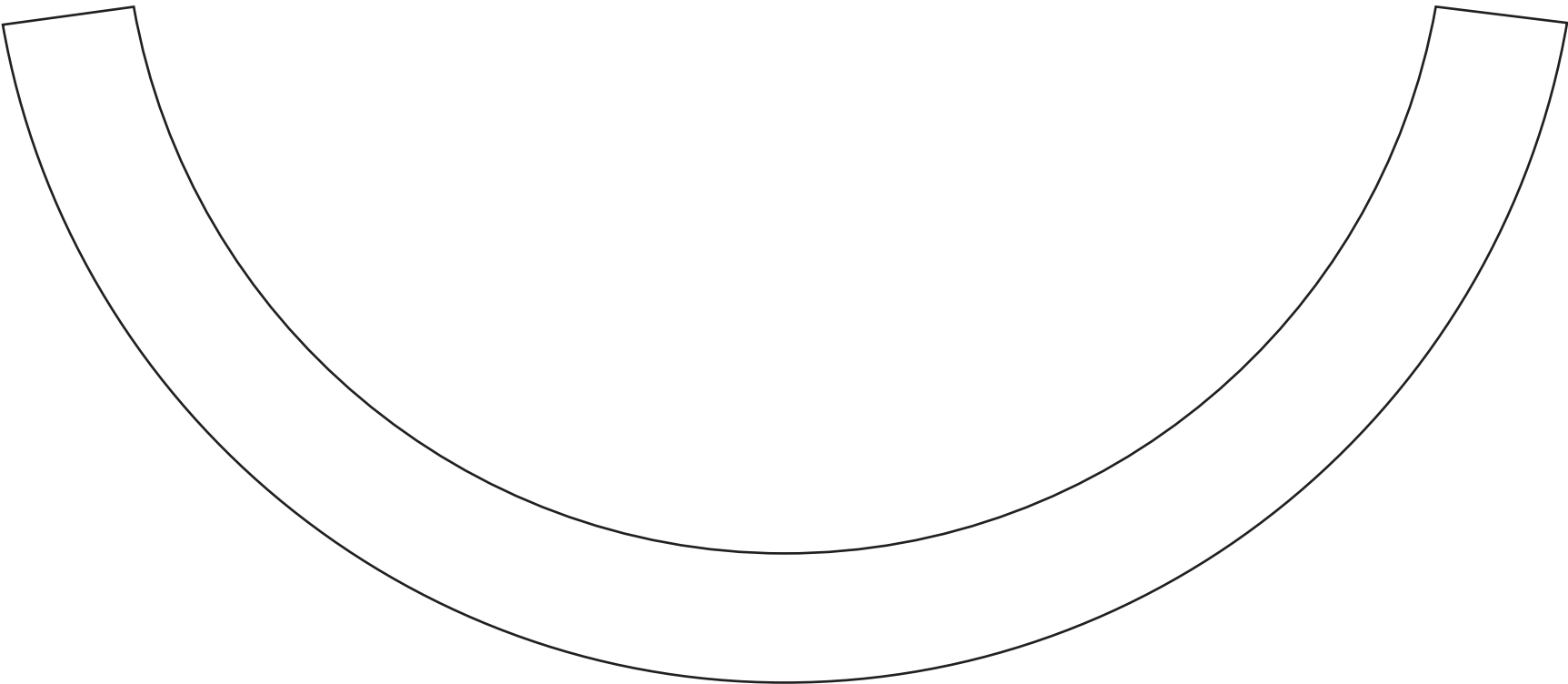
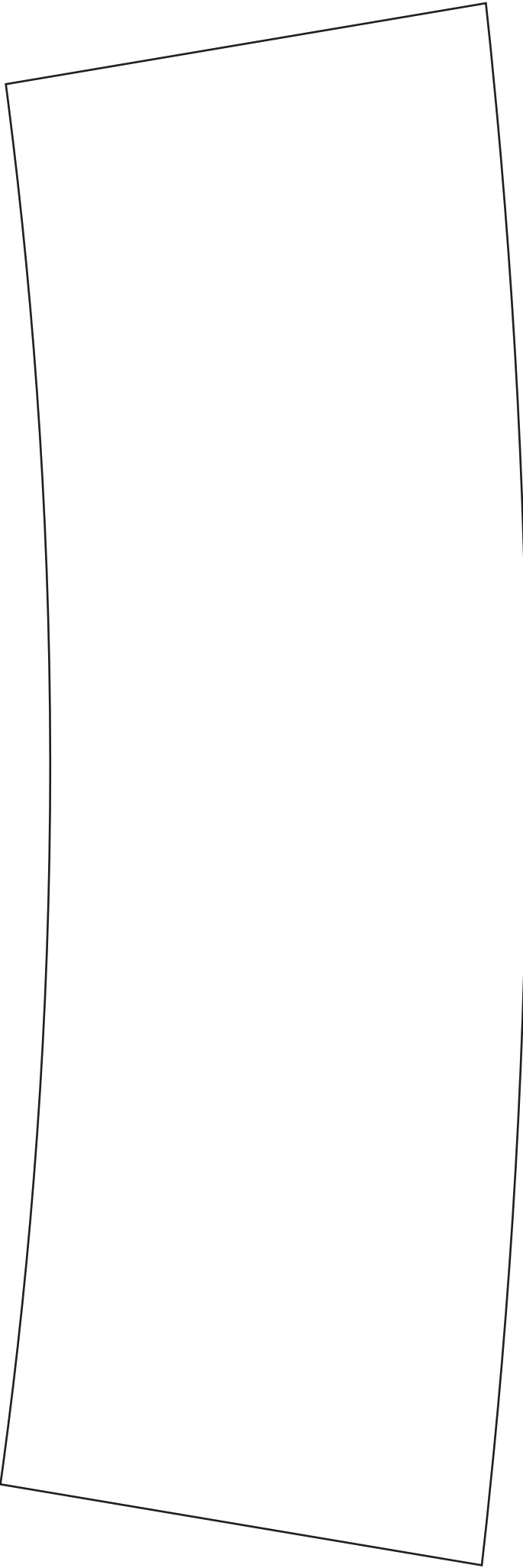
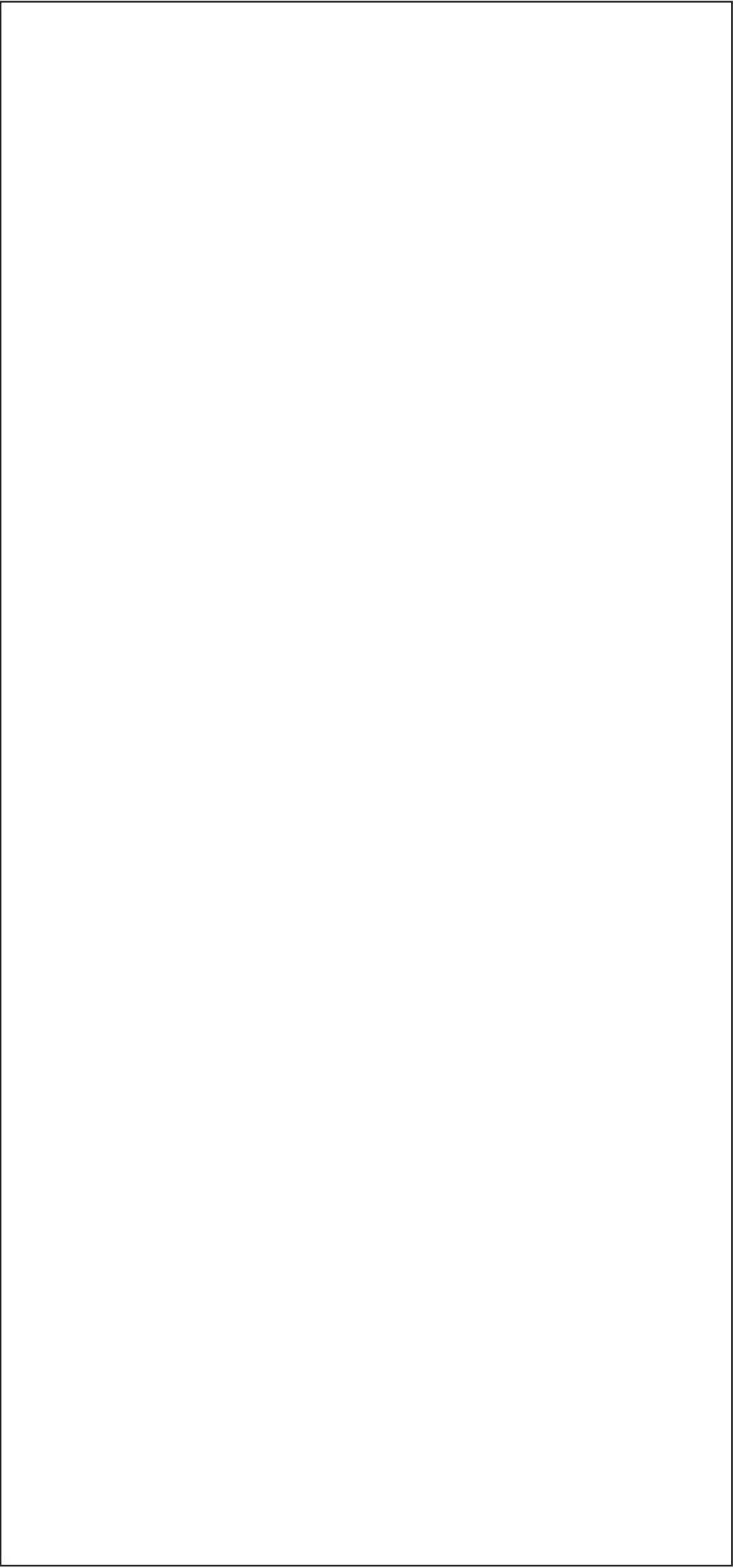
Prior to your design creation you will need to decide the following:

- Is your design an original by you, or are you working on a collaboration on behalf of brand you know?
- Who will be your target market for purchasing your design? Fill out the form and keep this group in mind as you create your design.



Student Planning Sheet: Stanley Design

Name:	Class/Period:
Are you planning on designing an original design, or a brand collaboration? If Brand, which Brand?	
Target Market: Consider how your target market will contribute to voting for your design. You will need to consider the target market of who would buy a 40oz Stanley Cup, and narrow it further to who would buy a Stanley with your specific design.	
Age Range: Gender: Location: Interests/Hobbies:	
Next complete your design on paper or in Canva, as directed by your teacher. Paper Template provided OR Canva Design Link: https://www.canva.com/design/DAF6Wir1hhU/eFCPXMxq688_flk2VinjqA/view?utm_content=DAF6Wir1hhU&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview	



Design Grading Rubric

Criteria	3 Points	2 Points	1 Point
Planning Sheet: Target Market Identified	Target market is clearly identified and described in detail on the planning sheet.	Target market is partially identified on the planning sheet.	Target market is not identified on the planning sheet.
Target Market & Design	Design fully aligns with the identified target market. It demonstrates a deep understanding of the target market's preferences and needs.	Design somewhat aligns with the identified target market. Some elements reflect the preferences and needs of the target market.	Design does not align with the identified target market. There is little to no consideration for the preferences and needs of the target market.
Overall Design Elements	Design is visually appealing and well thought out. It incorporates all necessary design elements and is complete.	Design is somewhat visually appealing and includes most of the necessary design elements. It is mostly complete.	Design is not visually appealing and lacks some necessary design elements. It is incomplete.
Grade ONE category below based on student design choice:			
Brand Collaboration	Brand alignment is clearly evident in the design. Colors, logos, and fonts align with the brand identified.	Brand alignment is somewhat evident in the design. Some colors, logos, and fonts align with the brand identified.	Brand alignment is not evident in the design. Colors, logos, and fonts do not match the brand identified.
Unique Created Design	Design demonstrates exceptional creativity and is unique. It stands out among other submitted designs.	Design shows some creativity and has some unique aspects. It is slightly distinguishable from other submitted designs.	Design lacks creativity and uniqueness. It does not stand out among other submitted designs.