**Selected brand: Starbucks**

Speech delivered to: Starbucks Employees

By Ainsley Betker

Welcome Starbucks employees. Thank you for being here!

We as a company pride ourselves on our ability to hand-craft delicious drinks and bakery items for our loyal customers. Our customers are about to have a whole new way to show their loyalty and be rewarded for it as well. Launching soon is our new Starbucks mobile app reward system, which allows customers to earn points for ordering their items through the mobile app.

Rewards will be in the form of “stars”. Each star earned is the equivalent of one dollar spent with a regular card, whereas two stars can be earned for a dollar spent using a gift card through the mobile app.

These rewards can then be cashed in, also through the mobile app, once the customer receives a certain amount of stars. Different amounts of stars can be cashed in for varying levels of rewards. 25 stars allows a customer to customize their drink with an espresso shot, non-dairy milk replacement, syrup, and more. 100 stars cashed in allows for a free hot or iced coffee or tea, bakery item, packaged snack, and more. 200 stars cashed in goes toward a handcrafted specialty drink, such as a Starbucks Cold Brew or latte, or a hot breakfast item like a breakfast sandwich. 300 stars can be used for a sandwich, protein box, or at-home coffee. Finally, 400 stars can be used for select Starbucks merchandise, like our travel cups or mugs.

As for the growth and changes of this company, our new stars/Starbucks reward system will not only create ease for all employees with the new lessening of lines and often over-complicated customer interactions but will also allow for further speed and proficiency in the creation of goods for those very reasons. We are looking forward to seeing how this further develops our already incredible company, and we can not wait to see how our employees welcome this change across all our stores.

With every cup, with every conversation, with every community - we nurture the limitless possibilities of human connection.

Thank you for your time and attention today.