

## RESEARCH ARTICLE

# Brand Strategy on the Instagram, the Visual Platform of Social media: A Study on Starbucks

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## Abstract

*Instagram offers brands the opportunity to promote themselves effectively with online opportunities. The purpose of this study is to reveal the visual brand strategy of Starbucks, one of the most valuable brands in the world, on Instagram. In the study, according to the research of Brand Finance company, 'Starbucks', the world's most valuable brand in the restaurant category in 2022, was selected as a sample. Starbucks brand's 12 visual posts with the highest monthly interaction on Instagram Türkiye account in 2022 were analysed in the context of framing theory. The research is based on Lavoie's (2015) study 'Instagram and Branding: A Case Study of Dunkin' Donuts'. Starbucks' Türkiye Instagram posts were analyzed according to visual and text analysis categories. This study is important in terms of the strategy of Starbucks in terms of visual and text use in Instagram Türkiye posts, as a guide for those working in the field of brand and marketing. The analysis revealed that Starbucks' Türkiye Instagram account includes more product names than brand names and that the brand adopts a rational brand strategy. It was observed that Starbucks' Türkiye Instagram account uses frames that highlight the product and corporate identity (corporate color and logo).*

**Keywords:** Social media, Instagram, Starbucks, brand, strategy, visual

## Öz

*Instagram, markalara çevrimiçi olanaklar ile kendilerini etkili bir biçimde tanıtmaya fırsatı sunmaktadır. Bu çalışmanın amacı, dünyanın en değerli markalarından biri olan Starbucks'ın Instagram'daki görsel marka stratejisini ortaya çıkarmaktır. Çalışmada Brand Finance şirketinin araştırmasına göre, 2022 yılı restoran kategorisinde dünyanın en değerli markası olan "Starbucks" örneklem olarak seçilmiştir. Starbucks markasının Instagram Türkiye hesabı üzerinden 2022 yılı aylık olarak en yüksek etkileşime sahip 12 görsel paylaşımı çerçevelene teorisi bağlamında incelenmiştir. Araştırma Lavoie'in (2015) "Instagram and Branding: A Case Study of Dunkin' Donuts" çalışması temel alınarak gerçekleştirilmiştir. Starbucks'ın Türkiye Instagram paylaşımları görsel ve metin analizi kategorilerine göre ele alınmıştır. Bu çalışma Starbucks'ın Instagram Türkiye paylaşımlarında görsel ve metin kullanımı açısından stratejisinin, marka ve pazarlama alanında çalışanlara yol gösterici olması yönünden önem taşımaktadır. Yapılan analizde Starbucks'ın Türkiye Instagram hesabında marka isminden daha fazla ürün ismine yer verildiği ve markanın rasyonel bir marka stratejisi benimsediği tespit edilmiştir. Starbucks'ın Türkiye Instagram hesabında ürün ve kurum kimliğinin (kurumsal renk ve logo) öne çıkarıldığı çerçevelerin kullandığı görülmüştür.*

**Anahtar Kelimeler:** Sosyal medya, Instagram, Starbucks, marka, strateji, görsel

## Introduction

Today, with the widespread use of social media platforms and their use by many people, brands are able to communicate effectively with consumers through these platforms. According to Clow & Baack (2016, p.258), brands frequently use social media to interact with their customers. Another important factor is to increase the memorability of the brand for the customer. For this reason, many brands use more than one social media network. One of the best known of these social media networks is Instagram. Instagram is a social media platform that allows people to share photos and videos, and where people can comment and interact.

Instagram, a photo and video sharing platform, was established in 2010. The name Instagram comes from the combination of the English word 'instant' and the 'telegram'. Among many software, Instagram has become popular because of its ability to edit photos and add effects to photos in an easy way. In addition, Instagram allows people to be included in the system and to communicate with these people without any intermediaries (Türkmenoğlu, 2014, p.96). Through this platform, brands can have the opportunity to interact directly with their consumers by sharing photos and videos about their products or services.

Starbucks, which has many stores in different countries, is a global coffee shop chain with a history of nearly 50 years. It opened its first store in Türkiye in 2003 and has stores in 65 countries (Starbucks). This study aimed to reveal what kind of brand strategy Starbucks, the world's most valuable global brand of 2022, created through Instagram, a visual social media network. In this context, the study focuses on how Starbucks shares visually and textually on its Türkiye Instagram account and the impact of these shares on brand strategy. The purpose of this study is to analyze the visual and textual elements used in Starbucks' Instagram account in the context of framing theory and their impact on brand strategy. It is thought that the study will contribute to the strategy that brands will follow on Instagram, a social media platform.

## Visual Platform of Social Media Instagram

Social media platforms can appeal to different people from all walks of life and enable people to communicate without intermediaries. According to Clow & Baack (2016, p.254), social media, which has developed rapidly and has many popular applications today, are comprehensive sites that do not have demographic distinctions such as gender, age, race, income and education level. People communicate through these sites, learn what other people are doing, share moments from their own lives or make friends. Each social media network appeals to different individuals and the visitors of each social media network differ from each other in terms of demographic characteristics. Therefore, marketing experts make detailed analyses on how to use these sites for a brand.

Through social media, brands bring together communities that are difficult to bring together and can easily connect with them. To connect with consumers via social media, brands organize various activities and share on online channels. However, brands can respond to thoughts, feelings, perceptions, opinions and experiences from consumers throughout the day (Güçdemir, 2017, pp.106-107).

Instagram, one of the most widely used platforms of social media, was established in 2010. Instagram is a photo and video sharing platform. However, it offers the ability to apply filters to photos and to share and receive photos via a smartphone application. It also allows easy sharing of these photos on other social media networks such as Facebook and Twitter (Yeniçiktı, 2016, p.95). Instagram posts are public by default. However, users can keep their accounts private so that only their approved followers can see them. When posts are shared on Instagram by adding hashtags, the posts become discoverable. By clicking on hashtags in mobile applications, all posts using the hashtags can be seen in a stream. Additionally, users can add and tag other users (Boy & Uitermark, 2015, p.8). Hashtags, which are created by placing a '#' sign at the beginning of a word or a group of words on Instagram, are also important in terms of advertising and marketing. Consumers who click on the hashtag that brands

or organizations add under the image on their Instagram accounts can see all posts with that hashtag together and thus consumers can come together under that hashtag.

When looking at social media usage data for 2022, the year the study was conducted, it is seen that Facebook had 34.40 million users in Türkiye at the beginning of 2022. YouTube had 57.40 million users in Türkiye in early 2022. YouTube ads alone reached 82.1 per cent of internet users in Türkiye. Instagram was recorded to have 52.15 million users in Türkiye at the beginning of 2022 (Yıldız, 2022). In this regard, according to the research data, it is possible to say that Instagram was the most used social media platform after YouTube in Türkiye in 2022, when the research was conducted.

### Starbucks and Brand Strategy

A brand is a distinctive name and/or symbol that helps one or a group of sellers identify goods and services and differentiate these goods or services from their competitors. In this way, the brand indicates to consumers the origin of the product and is able to stand out from its competitors (Aaker, 2007, p.25). Brand Strategy is a concept associated with making rational decisions to ensure that the brand is recognized by the consumer. Brand strategy is created in order for consumers to recognize the different types of products in the market and for consumers to want to buy a particular product. Brand strategy is defined as a tool that conveys the consumer's brand preference (Karpat Aktuğlu, 2009, pp.115,117-118).

A global brand is defined as a brand that transcends cultural origins and appeals to consumers living in different countries and having different cultures (Hollis, 2011, p.48). Starbucks, one of the world's most valuable global brands, was founded in 1971 as a small store offering coffee beans in Seattle's historic Pike Place. Named after a character in the novel *Moby Dick*, Starbucks is inspired by the maritime tradition of the old coffee merchants and their love for the open sea. In 1981, Howard Schultz joined the company. In 1983, Howard Schultz travelled to Italy and in line with his experiences there, he aimed to create a place

where people could come together and host their conversations. Since then, Starbucks now has over 21,000 stores in 65 countries and is the world's number one company in coffee purchasing and roasting (Starbucks, e.t. 15.05.2024).

While marketers attribute the attraction created by Starbucks since the 1990s and the fact that Starbucks has become a brand that coffee drinkers prefer in the first place (the feeling of being in Starbucks) to the timing of the brand's entry into the market and its success in the strategic selection of marketing elements, Schmitt & Simonson (2000, pp.96-100) explain it with Starbucks' successful aesthetic approach Starbucks attracts customers with its unique style. Because although it has a determined, conventional, consistent, organised and systematic vision, it uses different elements to create a visual stimulation. While Starbucks appears to have an abstract and stylised style, it has a very understandable structure.

One of the key elements of Starbucks strategy has been branding. The company has made significant investments to provide a standard appearance to its stores, products, food and beverages. Starbucks removed the words "coffee" and "Starbucks" from its logo in 2011 when it planned to shift focus beyond coffee to other beverages and food products. The Starbucks logo is one of the most recognizable logos in the world. However, the brand has a significant social media network. This is due to the need to better engage with the target audience and be visible on platforms where target or future customers spend time online. The brand has an active Facebook page, a Twitter account, an Instagram page, a Google+ community, a Pinterest page and a video channel on YouTube. The brand invests heavily and believes strongly in mobile marketing. It has embraced digital innovation by developing and launching a Starbucks app to pay for products, tip baristas, and earn and redeem rewards (Roll, 2021).

### Framing Theory

Framing Theory is based on the work of Marvin Minsky, a mathematician, computer scientist and the originator of the concept of "artificial intelligence", on general cognitive frameworks in

the 1970s. Developing in an interdisciplinary manner, Framing Theory has its roots in the work of Gregory Bateson, Amos Tversky and Daniel Kahneman in Psychology, and Erving Goffman, Todd Gitlin, William A. Gamson and Andre Modigliani in Sociology. This approach was carried to media research by Gitlin, developed by Entman and adapted to the fields of journalism, media, impact research and corporate communication. In addition, framing theory is gaining importance in political science and economics in social sciences, as well as in cultural sciences and linguistics research (Alver, 2022). The framing theory was first proposed by Goffman as "Frame Analysis". According to this theory; people interpret what happens in their world in the context of their primary frame. This frame is considered primary because it is taken for granted by the user. Its usefulness as a frame is not seen as dependent on other frames. Framing theory suggests that how something is presented to an audience (called a "frame") influences the choices people make about how to process that information. Frames are abstractions that work to organize or structure the meaning of the message. Framing is the way a communication source describes and structures any information that is being communicated. Framing is an inevitable part of human communication - we all bring our own frames to our communications (Mass Communication Theory, 2017).

Media news is predefined and frames it by presenting it in a narrow context. Frames are designed to enhance understanding, but can also be used as cognitive shortcuts to connect stories to the bigger picture (Arwolo, 2017). Framing means that the media focuses the audience in the direction of certain events. The framing of news affects the way audiences receive news (Alver, 2022).

The basic premise of *framing theory* is that an issue can be viewed from multiple perspectives and constructed to have implications depending on different values or considerations. Framing refers to the process by which people develop a particular conceptualization of an issue or reorganize their thoughts about an issue. In the field of communication, framing theory first identifies a topic or event. The second stage

constitutes a certain attitude towards the purpose of the research. The third stage continues with the creation of the coding table in order to define a preliminary set of frames regarding the subject. Finally, content analysis is carried out by identifying mass media sources such as newspapers, magazines, websites and television (Chong& Druckman, 2007, pp.104-107).

Framing theory proposes two main frames for advertising: Positive and negative framing. Positive framing focuses on the positive consequences of the product brand, while negative framing focuses on the negative consequences of the product brand. For example, a meat product that is 75 percent lean (positive framing) is 25 percent fat (negative framing). Accordingly, consumers may pursue positive outcomes or turn to competitors to avoid negative outcomes. (Tsai, 2007: 364). Framing theory helps to understand the branding styles of companies. Framing theory is the discovery of the relationship between the brand and the message elements of companies in traditional and social media in order to understand the framing brand strategy (Lavoie, 2015, p.80). Accordingly, within the scope of this study, in order to understand Starbucks' Instagram brand strategy, visual and textual message elements will be analyzed in the context of framing theory and their relationship with the brand will be examined.

## Method

In this study, *framing theory* was adopted in terms of revealing brand strategy and visual and textual elements, based on the posts of Starbucks, one of the most valuable brands in the world, on Instagram, a visual social media platform. In the research, 12 content selected as the most interacted monthly content on the Türkiye Instagram account of Starbucks, one of the most valuable brands in the world in the restaurant sector in 2022, are analysed in the context of framing theory. In the study, visual and textual content on Starbucks Türkiye Instagram account was coded and the presence of frames was examined using content analysis management. The coded posts were then categorized and the frames obtained were explained by including quotes and codes. The

determination of the content to be included in the research was based on the period between January 2022 and December 2022 (12-month period). The 12 items with the highest number of comments, one from each month of 2022, were included in the research. A coding table was created based on Lavoie's (2015) study "Instagram and Branding: A Case Study of Dunkin' Donuts" for 12 contents on the Starbucks Türkiye account on Instagram, a visual-heavy social media platform, according to the framing theory approach. The coding table prepared for Lavoie's (2015) study is handled in the form of visual and text analysis categories.

In the visual analysis category, the research was organized into 6 categories based on the 12 contents with the most interaction on Starbucks's Türkiye Instagram account, based on Lavoie's (2015) study: visual type (photo or video), brand logo, corporate color, product visual, emotional connotation of the visual, social responsibility/special days.

In the text analysis category, the research was organized in 6 categories as brand name, hashtag (tagging), product name, use of slogans, social responsibility/special days, and number of comments, according to the 12 contents with the most interaction in Türkiye's Instagram account, based on Lavoie's (2015) study.

### Purpose and Problem of the Research

The aim of this study is to reveal the visual and textual elements used in Starbucks' Instagram account in the context of framing theory and the impact of these elements on brand strategy.

The research problem of this study is 'What is the impact of highly interactive visual and textual content in Starbucks Türkiye Instagram account in terms of brand strategy in the context of framing theory?'

The sub-problems of the research are as follows:

- What kind of visual content does Starbucks Türkiye share on its Instagram account?
- What kind of textual content does Starbucks Türkiye share on its Instagram account?

### Reliability and Validity

This study was conducted by examining the impact of Starbucks' visual and textual content on Instagram, a social media platform, in terms of brand strategy. In this study, Starbucks' content on Instagram within 12 months was analyzed. Two coders, one of whom was the researcher himself, performed the coding of the research data. In order for the coding to be valid, the coders performed the coding process independently of each other. According to the Cohen Kappa analysis performed to determine the consistency between the data of the coders within the scope of the study, it was determined that there was an average compliance value of 0.95 (Table 2). According to the evaluation result, there is almost perfect agreement between the coders (Table 1). This reveals the reliability and validity of the study.

**Table 1. Cohen Kappa Coefficient Table**

Cohen Kappa Coefficient ( $\kappa$ )	
< 0	Less than chance agreement
0.01- 0.20	Slight agreement
0.21- 0.40	Fair agreement
0.41- 0.60	Moderate agreement
0.61- 0.80	Substantial agreement
0.81- 0.99	Almost perfect agreement

Source: Anthony Viera ve Joanne Garrett: 2005, 362

As a result of the evaluation, the following data were obtained at the cohen kappa coefficient point for each table.

**Table 2. Evaluation of The Tables According to Cohen Kappa Coefficient**

	Cohen Kappa Coefficient ( $\kappa$ )
Visual Analysis of Starbucks Türkiye Instagram Content, 2022	0.96- Almost perfect agreement
Textual Analysis of Starbucks Türkiye Instagram Content, 2022	0.94- Almost perfect agreement

It is seen that there is a close average level of agreement between the coders in terms of reliability. This reveals the reliability and validity of the research.

## Field, Sample and Limitations of the Research

The field of this study consists of brands that are in the category of the most valuable brands in the world and which are active in Türkiye and have accounts on Instagram.

The sample of the research consists of the posts of 'Starbucks', which stands out as one of the most valuable brands in the world in the restaurant category of the international brand evaluation organization Brand Finance company in 2022 (Ranking the Brands, 2022; Uçar, 2023). The 12 contents with the most interaction on Türkiye's Instagram account in 2022 were included in the sample. Purposive sampling method is used in the study. According to this method, the person/objects taken as a sample are selected from among the people/objects that can give the most appropriate response to the researcher's purpose (Aziz, 2008, p.55).

In the study, due to the limited visibility of like numbers on Instagram, the content with the most interaction was determined according to the highest number of comments. However, taking into account the duration and cost of the research, the scope of the research included the posts within a one-year period. In addition, since the brand did not have a regular post in 2023 (no posts were made in some months), the content in 2022 was included in the study.

## Findings

In this study, the 12 contents with the highest interaction rate based on comments on the

Starbucks Türkiye official Instagram account between January 2022 and December 2022 are examined according to visual and textual categories, based on Lavoie's (2015) analysis table.

Within the scope of this research, when the content in the Starbucks Türkiye account is analysed in terms of the type of visuals in Table 3, it is determined that 3 illustrations, 3 videos and 6 photographs were used. The content with the highest interaction rate was included in the study, and among these, photographs had the highest number of shares as an visual type.

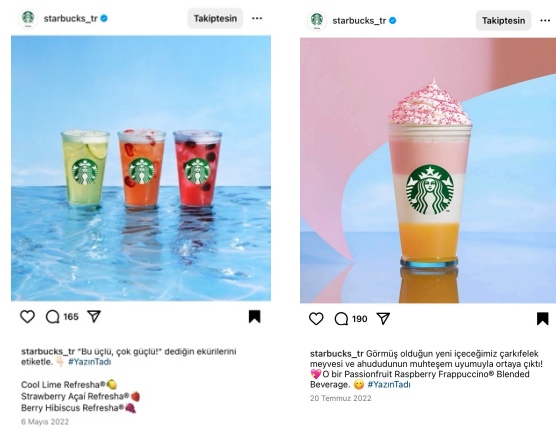


Figure 1. Starbucks Türkiye Instagram May 2022, July 2022 (Bibliography: [https://www.instagram.com/starbucks\\_tr\\_/2022](https://www.instagram.com/starbucks_tr_/2022))

According to the visual analysis table created within the scope of the research, it is seen that the brand logo is included in all but one of the contents (Figure 1).

Table 3. Visual Analysis of Starbucks Türkiye Instagram Content, 2022

Month	Type of Visual	Brand Logo	Corporate Color	Product Visual	Connotation of Visual	Social Responsibility/Special Days
January	Illustration	-	+	-	Emotionally	New Year
February	Video	+	+	+	Emotionally	-
March	Illustration	+	+	-	Emotionally	Barista Day
April	Video	+	+	+	Rationally	-
May	Photograph	+	-	+	Rationally	-
June	Illustration	+	+	-	Rationally	-
July	Photograph	+	-	+	Rationally	-
August	Photograph	+	+	+	Rationally	-
September	Video	+	-	+	Emotionally	-
October	Photograph	+	-	+	Emotionally	-
November	Photograph	+	+	-	Rationally	-
December	Photograph	+	+	+	Rationally	New Year

Month	Hashtags	Brand Name	Product Name	Use of Slogans	Number of Comments
January	#StarbuckstaYeniYil	-	-	-	276
February	#BuluşmaNoktamızStarbucks (#OurMeetingPointStarbucks)	-	+	Strawberry& Vanilla Oat Latte, Honey& Hazelnut Oat Latte ve Dark Cocoa& Orange Oat Latte sabırsızlıkla seni bekliyor! (Strawberry & Vanilla Oat Latte, Honey & Hazelnut Oat Latte and Dark Cocoa & Orange Oat Latte are waiting for you impatiently!)	94
March	-	+	-	-	111
April	-	+	+	Unutamayacağın bu lezzeti kaçıрма! (Do not miss this unforgettable flavour!)	148
May	#YazınTadı (#TasteofSummer)	-	+	Bu üçlü çok güçlü! (This trio is too strong!)	165
June	#YazınTadı (#TasteofSummer)	-	-	-	316
July	#YazınTadı (#TasteofSummer)	-	+	-	190
August	#YazınTadı (#TasteofSummer)	-	+	Evet beklenen an geldi! (Yes, the expected moment has arrived!)	689
September	#SonbaharınTadı (#TasteofAutumn)	-	+	Özlenen lezzetler geri döndü! (The missed flavours are back!)	207
October	-	-	-	-	663
November	-	-	-	Geliyor gelmekte olan (It's coming, it's coming)	331
December	#HerYudumdaYeniYil (#NewYearEverySip)	-	+	Geçen senenin sevilen lezzetlerinden White Chocolate Chestnut Latte yeniden aramızda! (White Chocolate Chestnut Latte, one of last year's favourite flavours, is with us again!)	78

The corporate color of the Starbucks brand is dark green. While it was observed that this color was included in 8 posts, it was determined that corporate colors were not included in 4 posts. It is seen that product visuals are frequently included in the posts that were analysed visually. It was determined that 8 of the Starbucks Instagram posts used product images, while 4 did not include product images.

When the connotations of the visuals on the consumer are considered, it is seen that they are mostly close emotionally and rationally. In the posts shared on its Instagram account, Starbucks Türkiye creates a rational connotation in 7 of the posts and an emotional connotation in 5 of the posts through visuals.

According to the content of Starbucks Türkiye's official Instagram account, in the category of social responsibility/ special days, it is revealed that the posts with the highest engagement were made in January and December regarding the new year. In addition, it was found that Starbucks, a coffee chain store, made a special post for 'Barista Day' in



Figure 2. Starbucks Türkiye Instagram March 2022  
(Bibliography: [https://www.instagram.com/starbucks\\_tr/](https://www.instagram.com/starbucks_tr/), 2022)

March (Figure 2). According to the data obtained from the findings of the study, it was observed that the Starbucks Türkiye Instagram account of the year 2022, which was considered within the scope of the study, did not include any posts related to social responsibility.

Within the scope of the research, when the textual posts on Starbucks' Türkiye Instagram account in Table 4 were analysed, it was found that

hashtags were used in all but 4 posts. In Starbucks' use of hashtags, it is seen that “#yazintadı” is used the most. In addition, the brand's memorability is ensured by using hashtags with the brand name such as ‘#StarbuckstaYeniYıl’ and ‘#Buluşma-NoktamızStarbucks’. In addition, by sharing the brand name with the hashtag, the visibility of the brand increases and the content becomes more easily accessible.

Within the scope of the content with the highest interaction rate included in the research; the brand name is not seen in the textual part of a large part of the category of brand name use in textual posts. It was analyzed that only 2 posts included the brand name. There is no brand name in 10 of the textual contents. Additionally, 5 of the textual posts did not include the product name, while 7 included the product name. When the brand name is included as a hashtag in the posts, it is seen that the brand name is not included in the text. However, it is seen that product names are also included in slogans more often.

the highest number of comments according to months are carried out, it is seen that there is the highest interaction with ‘689’ comments in August. In this content, the brand promotes a new product. In this content, the product promoted by the brand is a mini cake. In this content; brand logo, corporate color and product image are included. Visually, photography is used and has a rational connotation. The post includes the product name, the slogan “Evet beklenen an geldi!” and the hashtag “#YazınTadı”. However, the month with the lowest interaction was December with ‘78’ comments. In this post of the brand, a product that is released periodically is included. The product promoted in this content is a type of flavored coffee. In this content; brand logo, corporate color and product image are included. This content has a new year theme. Photography is used visually and has a rational connotation. Along with the product name, the slogan “Geçen senenin sevilen lezzetlerinden White Chocolate Chestnut Latte yeniden aramızda!” and the hashtag “#HerYudumdaYeniYıl” were used in the post.

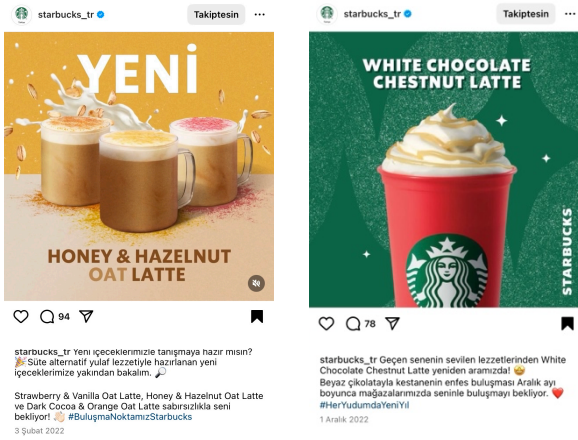


Figure 3. Starbucks Türkiye Instagram February 2022, December 2022 (Bibliography: [https://www.instagram.com/starbucks\\_tr/](https://www.instagram.com/starbucks_tr/), 2022)

When the textual contents of Starbucks Türkiye's official Instagram account are analysed in terms of the use of slogans, it is seen that 5 of them do not contain slogans and 7 of them include slogans. It is seen that the slogans in Instagram posts are generally related to products (Figure 3).

Within the scope of the research, in this study, in which the visual and textual analyses of Starbucks Türkiye Instagram content of 2022 with

## Conclusion

According to the data obtained from the study, it has been determined that the Instagram Türkiye account, which is a visual platform of the Starbucks brand, is used effectively in terms of Starbucks' brand strategy. According to current data, the brand has “242B” followers on its Instagram Türkiye account. It is possible to say that Starbucks has implemented a product-oriented strategy based on the use of product names and product images on its visual platform, Instagram.

When Starbucks Türkiye Instagram account is analysed in the context of framing theory, it can be said that the brand has a product-oriented approach when the majority of its posts are considered in terms of brand strategy. However, the fact that the product name or product is referred to in most of the slogans used shows that there is a consistent approach in terms of brand strategy. Albers-Miller & Royne Stafford (1999) investigated the use of rational and emotional appeals in advertisements in different countries and found that rational use was more common in



product advertisements. In this regard, the fact that Starbucks Türkiye's Instagram account mainly includes rational connotation shows that it is consistent in terms of brand strategy. The purpose of creating emotional or rational connotations in consumers is to move them to purchase and to interact with the brand (remember, buy and share). Emotions are fundamental elements to improving decision-making and purchasing performance. Emotional connotation is based on touching emotions by creating a deep bond with the target audience (Gedik, 2024, p.146). Rational connotation is based on information and cause-effect relationship. Based on the findings obtained from the data of the study, according to Eşiyok (2017: 647), it is said that rationality is used more frequently in the food and household appliances sector.

When the Starbucks Türkiye Instagram account is considered in terms of framing theory; it is possible to say that the study analyzes how it affects the brand strategy visually and textually, and uses special message frames that are product-oriented and highlight the corporate identity (corporate color and logo). When the results of the analyses of the visual content in the Instagram account of Starbucks Türkiye 2022 are considered; the fact that the product image, corporate color and corporate logo are predominantly included confirms that the brand has a strategic communication. The content includes images of new or seasonal products. Sullivan (2000, p.69) states that explaining the product to the target audience with words is not as effective as explaining it by showing it. In this context, Starbucks Instagram Türkiye posts strategically support this situation.

The brand aims to stay in the minds of consumers by prioritising its identity. The Starbucks logo, a global brand, can be easily recognized anywhere in the world. In this context, in line with the brand strategy, it is thought that the logo is used on Instagram, a social media platform. In the content shared by Starbucks on its official Türkiye Instagram account, the brand logo is usually placed on product packaging. According to Okay (2013: 126); one of the issues that should be considered in corporate logos is that the logo

should be perceivable by the target audience in media with different dimensions. In this context, even if the Starbucks logo is used on the packaging, the logo can be easily recognized by the consumer.

Institutions create the main focus of their identity by using a certain color or a set of colors as an element of their visual identity. Color is a dominant element in corporate and brand identity. Brands strategically include the corporate colors and/or colors compatible with the corporate color in the corporate logo and in the unique colors of the products, corporate uniforms, spatial designs, packaging, etc.. It has been observed that the corporate color is usually highlighted by using a contrasting color in the posts. It is seen that energetic and extroverted colors such as red, orange and yellow are used in Instagram content in contrast to green, the corporate color of Starbucks with its calm and introverted features (Schmitt & Simonson, 2000, pp.110-113).

It provides reliability and credibility as well as providing memorability by using mostly photographs in product images in its posts on its Instagram account. According to Book & Schick (1998: 90), photographs as a visual type can be more easily distinguished by the target audience than illustrations. For this reason, photographs are included in many advertisement visuals. Photographs are considered more reliable and credible than illustrations. Furthermore, the photos illustrate the use of the product. As in many other media, photographs used in social media are the images that offer the closest images of how the products look like.

As a result of the data obtained from the analysis of the textual content of the Starbucks Türkiye Instagram account during the period in which the account was analysed, it is possible to say that a strategy to reach more people is followed by using hashtags predominantly in the use of text. Hashtags categorize messages, improve search capabilities, and allow organizations to connect messages to existing community knowledge and actions. It is this community element that underlies the power of the hashtag (Bruns & Burgess 2011). Thanks to the hashtags added to Instagram content, the brand can reach more people. In addition, the hashtags '#BuluşmaNoktamız-

Starbucks' and '#StarbuckstaYeniYil' are intended to strategically create the feeling of being at Starbucks.

It is seen that the brand name is not included much in the textual content. It is thought that this is due to following a product-oriented strategy. In addition, giving unique product names together with slogans shows that the brand is strategically successful in terms of ensuring memorability. In this context, it can be said that the brand follows a product-oriented strategy. "Strawberry& Vanilla Oat Latte, Honey& Hazelnut Oat Latte ve Dark Cocoa& Orange Oat Latte sabırsızlıkla seni bekliyor!", "Unutamayacağın bu lezzeti kaçıрма!", "Özlenen lezzetler geri döndü!" and "Geçen senenin sevilen lezzetlerinden White Chocolate Chestnut Latte yeniden aramızda!" are slogans referring to Starbucks' new or seasonal products. According to marketers, Starbucks discovered an unmet need and shaped its strategy accordingly. Starbucks has uniquely combined marketing elements to become a pioneering brand, using the brand to create unique identities such as the "frappuccino" (Schmitt& Simonson, 2000: 96). In this context, similarly, it is seen that it continues the same strategy in Instagram posts and incorporates unique identities into its brand in the use of slogans.

When the visual and textual analyses of the study conducted on Starbucks Türkiye Instagram account contents are considered in general, the strategy of the brand is focused on product and brand identity. The brand has adopted a predominantly rational form of content framing. In addition, Starbucks, one of the the world's most valuable brand and a global brand, shows that it has an effective brand strategy with the use of hashtags, product images, corporate colors and logos, and the creation of slogans from the brand's unique product name and content in the content of its Instagram Türkiye account.

The limitations of this study include the fact that the number of likes on Instagram is hidden, and as a result, only the interactions based on the highest comment can be determined. In addition, considering the duration and cost of the research, only one-year posts were included in the scope of the research. However, considering the year of the

research, since the brand did not post regularly in 2023, its posts in 2022 were included in the study. This study examines "The impact of the most interactive visual and textual content on Starbucks Türkiye Instagram account in terms of brand strategy in the context of frame theory". In this context, a comparison of local and international brands can be realized in future studies. However, by looking at brands' other social media accounts, such as Facebook and Twitter, more evidence can be gathered and more precise conclusions can be drawn in terms of brand strategy. In conclusion, as a result of the research, the product and corporate identity (corporate color and logo) frames applied by Starbucks on its Instagram account in Türkiye can be strategically guiding for other brands and marketing professionals.

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