

Goizueta Business Library

Creating Bridges to Knowledge

Vivvix Snapshots of U.S. Spend for Companies and Brands

[Vivvix](#) is a database of U.S. advertising expenditures for companies and brands by channel (internet, TV, magazine, newspaper, radio, outdoor).

While you can run custom searches using this platform, a great place to start is looking at a company or brand advertising snapshot to quickly understand its investment and strategy for ad spend.

Company/brand snapshots contain a tremendous amount of information. Take the time to carefully study each section.

Drill down to get more information, which includes:

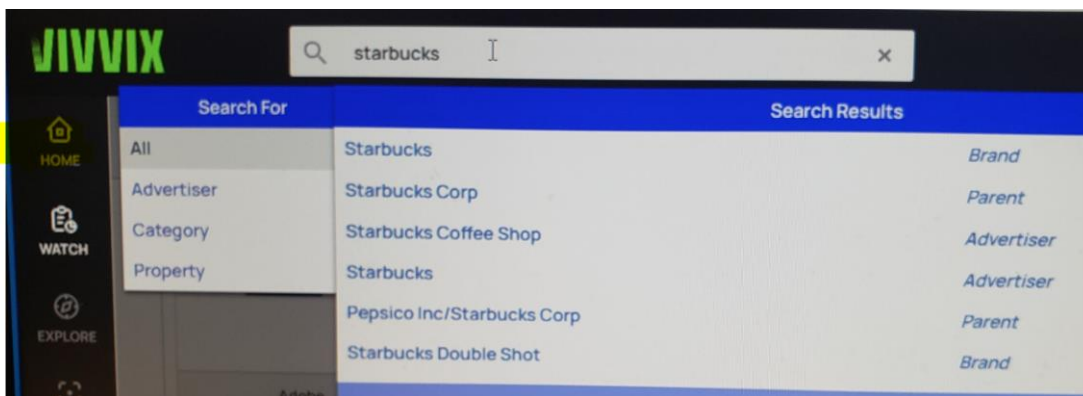
Media (e.g. internet search, cable TV, network TV, etc.)

Market (e.g. city)

Property (e.g. CBS, TBS, ABC, etc.)

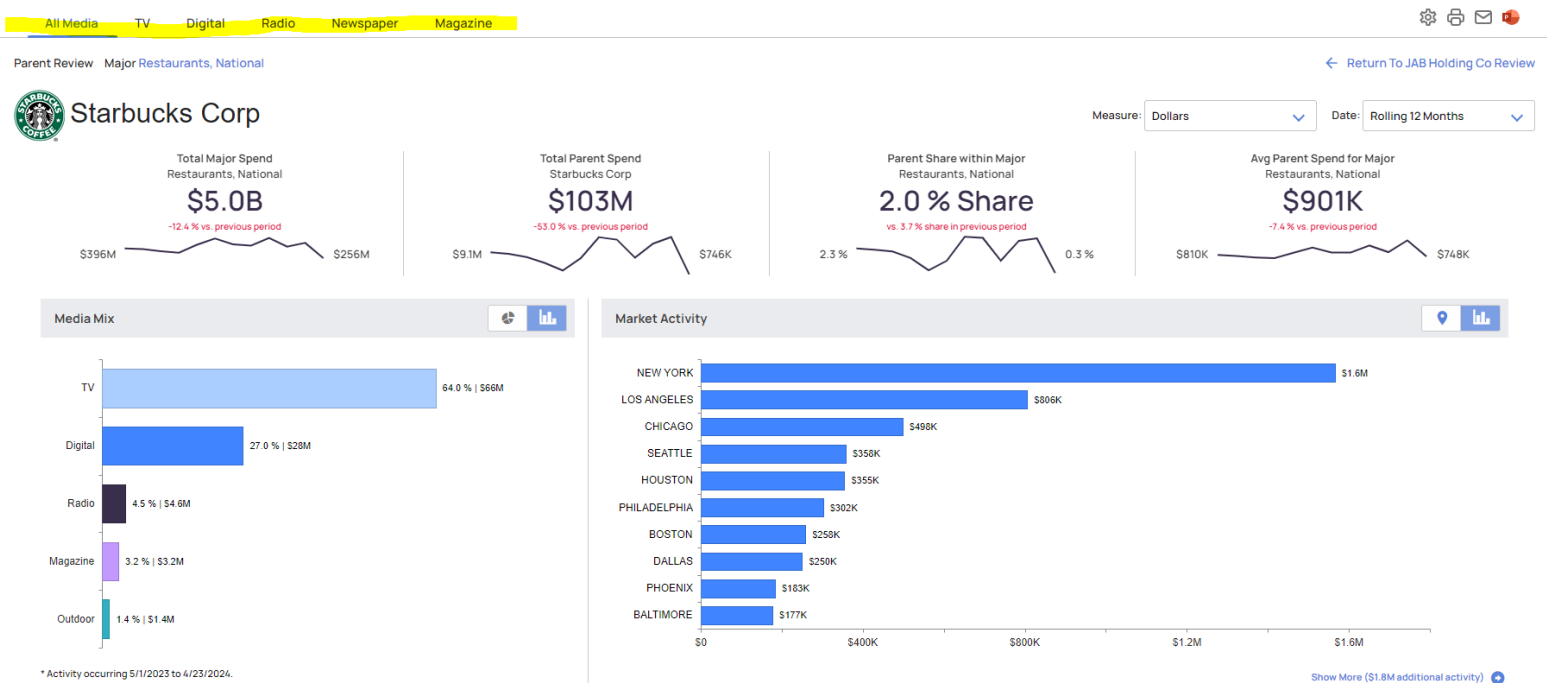
Once logged into [Vivvix](#), from the homepage, type your company or brand into the search box.

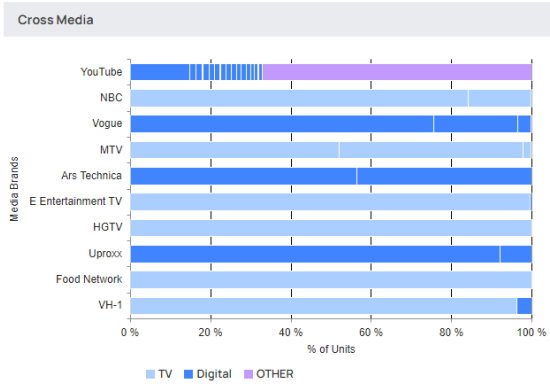
We recommend the default ALL option to ensure that you see all your choices.



Defaults to all media, but you can also narrow down to one.

Adjust the rolling months on the far right.





* Activity occurring 5/1/2023 to 4/23/2024.
 * Cross-Media means that the account had advertising in more than one property of the same media brand. This is always reported in units, and only includes data for which we have media property detail.
 Media: Excludes Internet - Search, Natl Spot Radio, Network Radio, Outdoor

Competitive Advertisers

Competitive Advertisers

PARENT	PREVIOUS 12 MO...	LAST 12 MONTHS *	VS PREVIOUS 12 ...
Roark Capital Group	\$822M	\$633M	-23.1% ▼
Restaurant Brands Intl Inc	\$418M	\$416M	-0.6% ▼
JAB Holding Co	\$293M	\$289M	-1.1% ▼
Biggby Coffee	\$1.4M	\$1.1M	-25.0% ▼
Honey Dew Co	\$1.1M	\$536K	-49.5% ▼
Int'l Coffee & Tea Lic	\$435K	\$314K	-27.8% ▼
PJs of New Orleans Lic	\$57K	\$37K	-36.0% ▼
Ellianos Coffee Co	\$5.8K	\$14K	148.2% ▲
Human Bean	\$28K	\$8.1K	-71.2% ▼
Arabica Coffee House	\$0	\$2.3K	>1000% ▲

Displaying similar accounts based on activity within Coffee & Donut Restaurants General Promotion
 * Activity occurring 5/1/2023 to 4/23/2024.
 ** Activity occurring 5/1/2022 to 4/23/2023.

Calendars

- [Media Activity Calendar](#)
Understand how this parent
- [Advertiser Activity Calendar](#)
Compare media spending across this parent
- [Property Activity Calendar](#)
See which media properties this parent
- [Creative History](#)
View creatives this parent

* Activity occurring 5/1/2023 to 4/23/2024.

Media Comparison

MEDIUM	PREVIOUS 12 MONTHS **	LAST 12 MONTHS *	VS PREVIOUS...
Network TV	\$34,901,600	\$37,225,386	6.7% ▲
Cable TV	\$27,071,497	\$27,846,397	2.9% ▲
Internet - Search	\$131,839,735	\$25,023,514	-81.0% ▼
Magazines	\$7,736,096	\$3,243,634	-58.1% ▼
Local Radio	\$2,874,708	\$3,124,670	8.7% ▲
Internet - Display	\$1,108,443	\$1,706,398	53.9% ▲
Natl Spot Radio	\$1,385,027	\$1,446,423	4.4% ▲
Outdoor	\$1,818,887	\$1,389,192	-23.6% ▼
Online Video	\$3,774,969	\$1,009,551	-73.3% ▼
Spot TV	\$918,892	\$411,766	-55.2% ▼
Syndication	\$4,656,581	\$128,104	-97.2% ▼
Newspapers	\$168,840	\$0	<-1000% ▼
TOTAL	\$218,255,275	\$102,555,034	-53.0% ▼

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* Activity occurring 5/1/2023 to 4/23/2024.
 ** Activity occurring 5/1/2022 to 4/23/2023.

Most Active Advertisers

ADVERTISER	% SHARE	PREVIOUS 12 MONTH...	LAST 12 MONTHS *	VS PREVIOUS 12 MON...
Starbucks Coffee Shop	100.0 %	\$218,255,275	\$102,555,034	-53.0% ▼
TOTAL	100.0 %	\$218,255,275	\$102,555,034	-53.0% ▼

* Activity occurring 5/1/2023 to 4/23/2024.
 ** Activity occurring 5/1/2022 to 4/23/2023.

Category Mix

SUBCATEGORY	ACTIVITY	% SHARE
Coffee & Donut Restaurants General Promotion	\$95,515,657	93.0 %
Coffee & Donut Restaurants Coffee Products	\$3,793,263	4.0 %
Coffee & Donut Restaurants Food Products	\$3,209,288	3.0 %
Corporate Advertising NEC	\$30,329	0.0 %
Food & Beverages General Promotion	\$6,498	0.0 %

* Activity occurring 5/1/2023 to 4/23/2024.

Calendars

Don't overlook this section to quickly see a calendar by month/year of advertising expenditures. The calendars address many questions, including those that will be important for planning ad campaigns and strategizing when to launch. Answers questions such as: how much and which months is the company allocating ad dollars broken out by different media; compare media spending across the parent's advertisers; see which cities the company is placing ads, and identify and view which creative video ads have been placed in the past six months.

Calendars

Media Activity Calendar

Understand how this parent is allocating ad dollars in multi-media over time.

Advertiser Activity Calendar

Compare media spending across this parent's advertisers.

Property Activity Calendar

See which media properties this parent placed ads in.

Creative History

View creatives this parent placed in the past six months.

Starbucks Corp

[Return To Starbucks Corp Review](#)

Below is a [summary of advertising activity for Starbucks Corp between 6/1/2023 and 5/31/2024.](#)

Measure: Dollars

Market: All Markets

[Show me June, 2022 to May, 2023](#)

[Print](#) [Send](#)

Media Type	Jun 2023	Jul 2023	Aug 2023	Sep 2023	Oct 2023	Nov 2023	Dec 2023	Jan 2024	Feb 2024	Mar 2024*	Apr 2024*	May 2024*	Total
TV Total	\$5.4M	\$3.7M	\$2.5M		\$5.1M	\$10M	\$8.5M	\$3.7M	\$7.6M	\$12M	\$487K	\$904	\$60M
Network TV	\$2.6M	\$1.8M	\$1.5M		\$2.8M	\$7.3M	\$5.6M	\$1.9M	\$3.9M	\$6.1M	\$421K		\$34M
Cable TV	\$2.8M	\$1.9M	\$985K		\$2.2M	\$3.0M	\$3.0M	\$1.9M	\$3.6M	\$6.0M	\$66K	\$904	\$25M
Spot TV	\$13K	\$654	\$624		\$699	\$6.7K	\$15K	\$8.0K	\$93K	\$98K	\$114		\$235K
Syndication					\$128K								\$128K
Print Total	\$721K	\$505K				\$847K	\$451K						\$2.5M
Magazines	\$721K	\$505K				\$847K	\$451K						\$2.5M
Radio Total	\$443K	\$1.5M	\$479K	\$34K	\$15K	\$905K	\$622K	\$143	\$12K	\$10K	\$29K		\$4.0M
Local Radio	\$268K	\$1.2M	\$250K	\$34K	\$15K	\$689K	\$372K	\$143	\$12K	\$10K	\$29K		\$2.8M
Nat'l Spot Radio	\$176K	\$312K	\$229K			\$216K	\$250K						\$1.2M
Digital Total	\$1.8M	\$1.5M	\$2.0M	\$2.0M	\$1.7M	\$2.2M	\$4.0M	\$3.3M	\$4.3M	\$3.1M	\$1.2M	\$31K	\$27M
Internet - Search	\$1.6M	\$1.5M	\$1.9M	\$1.9M	\$1.4M	\$1.9M	\$3.6M	\$3.2M	\$3.9M	\$2.5M			\$23M
Online Video	\$15K	\$5.6K	\$8.1K	\$77K	\$5.7K	\$26K	\$31K	\$27K	\$239K	\$335K	\$1.0M	\$31K	\$1.8M
Internet - Display	\$203K	\$4.9K	\$59K	\$33K	\$231K	\$266K	\$346K	\$20K	\$185K	\$252K	\$179K		\$1.8M
Outdoor Total	\$88K	\$96K	\$64K	\$139K	\$57K	\$525K	\$264K	\$39K	\$52K				\$1.3M
Outdoor	\$88K	\$96K	\$64K	\$139K	\$57K	\$525K	\$264K	\$39K	\$52K				\$1.3M
Totals	\$8.5M	\$7.3M	\$5.0M	\$2.2M	\$6.9M	\$15M	\$14M	\$7.1M	\$12M	\$15M	\$1.7M	\$32K	\$95M

Page size: 20

Over \$2.2M
 \$451K - \$2.2M
 \$52K - \$451K
 \$52K and Less
 No Activity

You can also use Vivvix to compare multiple companies, brands, and products, to locate and view digital ads, and more.

Use the guides located on GBL's Vivvix database page for help navigating this resource.

- [Advertising Insights: How to Create a Report](#)
- [Advertising Insights: TV Program Report](#)
- [Helpful Tips for Using Advertising Insights for Strategy Users](#)
- [Advertising Insights: Setting Up Groups](#)