

*Dez
Kinn*

— PORTFOLIO —



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Starbucks Ad | Advertising

Starbucks is launching new season-based products. An ad campaign series is needed to promote these new products.

Solution

Research on the Starbucks website was done before anything else. Beverages were the most popular item, therefore a cup was chosen as the product instead. A brainstorm list for the name and tagline of the product was made to begin. Ideas for the design were then hand-drawn before getting scanned and transferred into Adobe Illustrator to make the finishing touches. The result was a series of cups based on the four seasons.

BRAINSTORM

- 1 Bloom with the Spring Blossom
- 2 Are you ready to bloom?
- 3 I bloom for you
- * 4 Cherry-sh your blooming love for coffee
- 5 Starbucks in fall bloom.
- 6 cup-ple up with the spring blossom
- * 7 Let your love for coffee grow] like cherry blossoms in spring
- 8 spring is in full bloom, your coffee should be too
- 9 Spring fever? Here's a blossom for you
- * 10 Take spring wherever you go

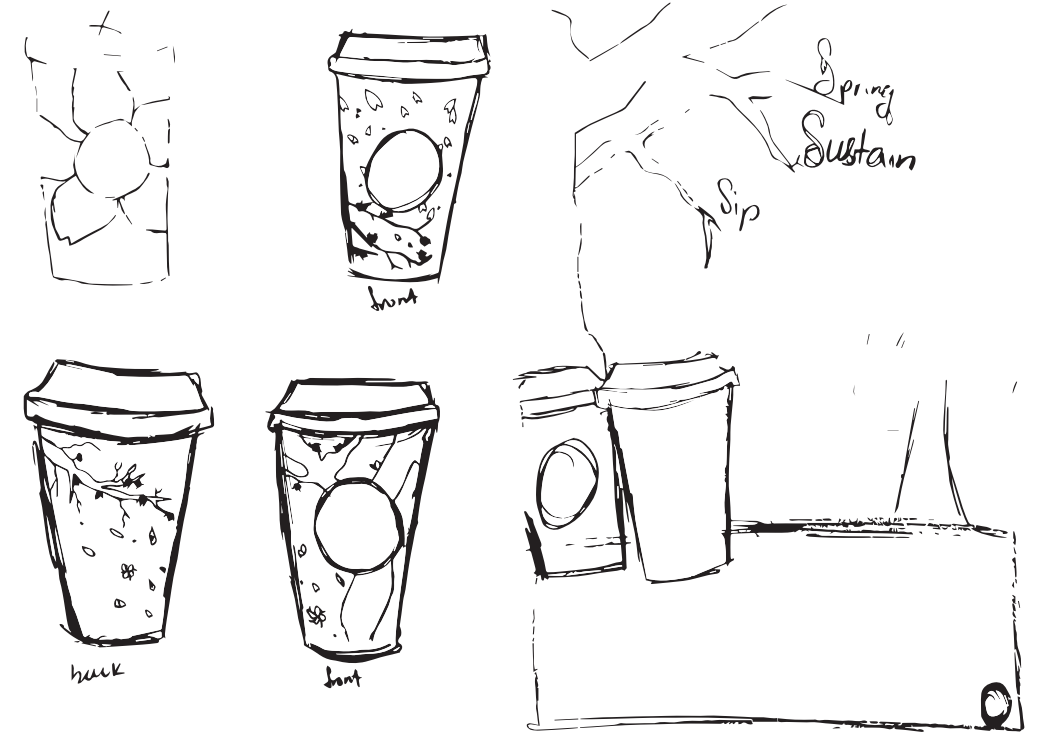
- use it more than once
- environmentally friendly
- discount?
- research reusable cups
- biodegradable
- water bottle
- probably a fine

* Spring. Save. Sip.

* Let your love grow sustain on the go

* Spring is here. Keep it with you.

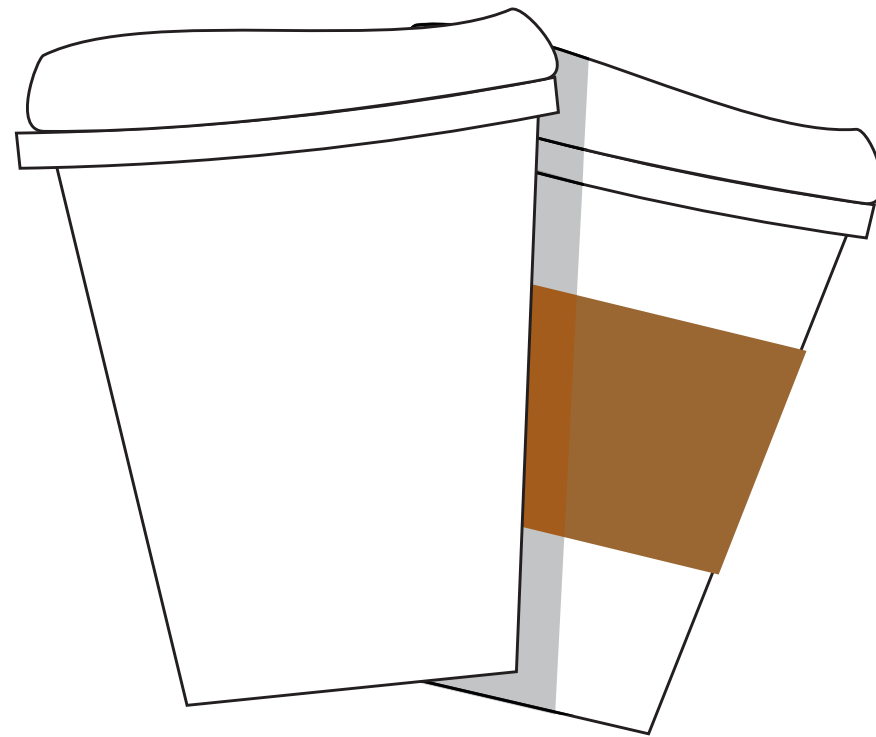
DESIGN PROCESS





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Starbucks Ad | Advertising Rough Compositions



Layouts





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Starbucks Ad | Advertising
Spring + Summer Finals

Spring.
Sip.
Save.

Take your favorite coffee everywhere you go with a reusable cup from our new Seasons Collection.

Summer.
Save.
Sun.

Take your favorite coffee everywhere you go with a reusable cup from our new Seasons Collection.



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Starbucks Ad | Advertising
Fall + Winter Finals

Fall.
Save.
Sleep.

Take your favorite coffee everywhere you go
with a reusable cup from our new Seasons Collection.

Winter.
Save.
Chill.

Take your favorite coffee everywhere you go
with a reusable cup from our new Seasons Collection.