



TM

# Starbucks

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# Brand identity prism

## Physique

- Green and white
- Siren
- Liberty statue
- Personalized cups
- Merchandising

## Relationship

- Loyalty
- Sense of community
- Personal approach

## Reflected image

- Stressed and busy
- Occupied
- In a hurry
- Cool and successful
- Unethical



## Personality

- Trustworthy worldwide
- Meets expectations
- Sociable and friendly
- Dynamic
- Considerate

## Culture

- American value, american culture
- Sense of community
- Efficiency
- Availability
- Co-working, co-study

## Self-image

- Busy and a bit stressed
- Successful
- Self-employed, occupied
- Multitasking

# Physique

- Logo of siren – statue of liberty
- Green / white colors
- Personalized cups



[MENU](#)

[REWARDS](#)

[GIFT CARDS](#)



# Relationship

- Loyalty
- Sense of community
- Personal approach



## Customize your drink

Make your drink just right with an extra espresso shot, nondairy milk or a dash of your favorite syrup.



# Reflected image

- Stressed and busy
- Occupied
- In a hurry
- Cool and successful
- Unethical (support of Israel)



# Personality

- Trustworthy worldwide
- Meets expectations
- Sociable and friendly
- Dynamic
- Considerate

## Drinks

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Hot Coffees



Cold Coffees



Starbucks Refreshers®  
Beverages



Frappuccino® Blended  
Beverages



Iced Tea & Lemonade



Hot Teas



Iced Energy



Milk, Juice & More



# Culture

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# Self-image



- Busy and a bit stressed
- Successful
- Self-employed, occupied
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Thank you for your attetion!