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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

- Trustworhy worldwide
- Meets expactations
- Sociable and friendly
- Dynamic
  - Considerate

#### Culture

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

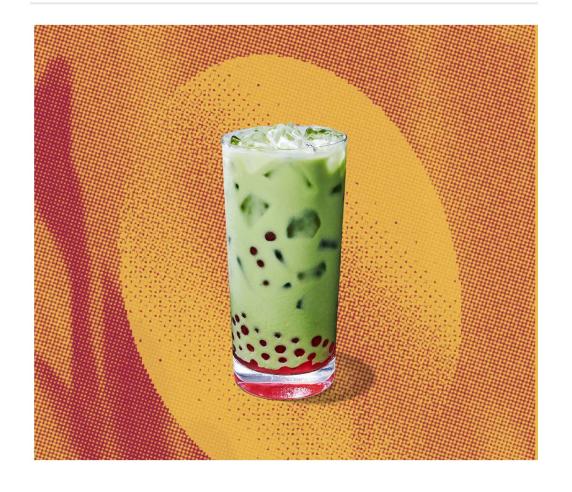
### Self-image

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

# Physique

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





### Relationship

- Loyalty
- Sense of community
- Personal approach



## Reflected image

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



### Personality

- Trustworhy worldwide
- Meets expactations
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#### **Drinks**



**Hot Coffees** 



**Cold Coffees** 



Starbucks Refreshers® Beverages



Frappuccino<sup>®</sup> Blended Beverages



Iced Tea & Lemonade



**Hot Teas** 



**Iced Energy** 



Milk, Juice & More

### Culture

- American value, american culture
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## Self-image



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- Successful
- Self-employed, occupied
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Thank you for your attetion!