

1/2 **Each cup has its own story...**



Solution

Each cup has its own story

The basic idea is not to produce new cups, but to use those forgotten ones, everybody has at home and give them a new purpose.

The campaign aims at all coffee drinkers who want to share their feel good moments with a community of kindred spirits, but meets also those who prefer the convenience of a coffee-to-go.

It further raises a simple cup into the position of a cult object by giving it an identity and following it on its way around the globe.

This is how the deposit system works:

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Creative's profile



Janne PRO
Grafik-Designerin

Creative's top 5 skills

Copy Writing, Graphic Design, Interior Design, Packaging Design,
Communication Concept