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TM

STARBUCKS SMART REUSABLE CUP

A Sustainable Brand Extension

1. INTRODUCTION

Starbucks is a big coffee company that is all around the world. They have places in, than 80 countries and people go there every day.

The company is focused on being kind to the planet, by cutting down on waste and supporting things that can be used again.

The Starbucks Smart Reusable Cup is an item created to help customers choose green options while sipping their favorite coffee.



2. DESCRIBING THE BRAND EXTENSION

The Starbucks Smart Reusable Cup is made from recycled steel and it is built to last a long time.

It has a QR code and a NFC chip that connects with the Starbucks app, on your phone.

When you buy a drink at Starbucks you can scan the Starbucks Smart Reusable Cup to earn reward points and get discounts on your purchase.

The Starbucks Smart Reusable Cup is also leak-proof, which's really convenient and it is easy to clean and you can get it in several different colours that look really nice.



SCAN
WITH APP



EARN
REWARDS



GET
DISCOUNTS



REUSE &
REDUCE WASTE

3. WHY THIS BRAND EXTENSION APPEALS TO THE MARKET



GROWING ENVIRONMENTAL
AWARENESS



VALUE FOR MONEY



CONVENIENCE & LIFESTYLE



STRONGER CUSTOMER LOYALTY

4. ALIGNING WITH SDG's

The Starbucks Smart Reusable Cup supports the United Nations Sustainable Development Goals.



SDG 12 -
Responsible
Consumption and
Production
Promotes reuse, reduces
single-use cup waste and
supports sustainable
consumption.



SDG 13 -
Climate Action
Helps reduce
greenhouse
gas emissions
by lowering the
demand for disposable
cups.

5. CONCLUSION

The Starbucks Smart Reusable Cup is an important idea for the brand. It helps cut down on waste gives rewards to people who use it and makes Starbucks look like a company that cares about the environment.

By using this cup everyone can have coffee and also help make the world better, for future generations.



6. REFERENCES

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