

Original Knows Original



Challenge

Everywhere you look, people are following the crowd, especially GenZ, who are under constant pressure to chase the latest trends and stay "cool". Amidst this endlessly exhausting struggle to stay relevant, true authenticity is getting lost.

Insight

True coolness comes from being true to yourself, being comfortable in your skin, and owning up to doing things your own way.

Idea

Starbucks is the original coffeehouse that defined coffee culture and gave people a space to express themselves. That's why we celebrated individuality and authenticity with "Original Knows Original".

A social movement that champions the stories of real people, from athletes, artists, and creators, and their coffee as a form of self-expression.

Execution

We launched with a hero film that set the tone for this campaign. Then we took it to social on TikTok, with each content piece expressing the originality of people. We went behind the counter as well to shine the spotlight on our baristas, giving them a chance to share their story.

Through in-store activations, we brought it all together, turning Starbucks into a space for self-expression where everyone could share what makes them original.



Tayyeb -
santosx UAE



Abdullah
Lutfi UAE



Farah
Jefry KSA



Areej UAE



14.7 M



70.5 K



2.6 K