



Starbucks Cyprus is celebrating its 5th Anniversary in Cyprus. Ogilvy advertising agency has produced groundbreaking work to mark this event.

Executives liked the ad because it portrayed the Starbucks brand in a bold uncluttered setting. The generous size of the fly-out ad enabled the company to carry over the evocative image from its in-store poster.

Goals

- Raise awareness.
- Promote anniversary.

Target

- Starbucks Customers and non Starbucks Customers.

Starbucks used a variety of formats including large format for highways together with inner city 4mx3m poster campaigns.