PEET'S COFFEE

Defying weak coffee since 1966

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DEFYING WEAK COFFEE SINCE 1966

Peet's Coffee has been crafting rich, handcrafted coffee since 1966, when Alfred Peet introduced his bold, artisan roasting style to Berkeley, California. Today, Peet's continues to honor that legacy with beans sourced from the world's best coffee-growing regions and roasted with uncompromising quality.

From iconic blends to seasonal small-batch roasts, Peet's is committed to delivering a coffee experience that's both deeply flavorful and thoughtfully made.

This campaign introduces a new era of Peet's. One that's unapologetically **bold**, **flavorful**, and **full of personality**. By blending vibrant visuals, playful messaging, and the unmistakable depth of Peet's coffee, this campaign reimagines the brand for a new generation of coffee lovers. It's Peet's, turned up: louder, brighter, and more fun than ever.

This campaign is fully integrated, using cohesive visuals, messaging, and brand voice across every touchpoint from social media and print ads to public transportation, retail displays, and collaborative brand experiences. Each element works together to amplify Peet's bold, real coffee flavor and create a unified, memorable brand presence wherever consumers encounter it.

DESIGNING THE CAMPAIGN FROM A NEW DIRECTION

01

Reframing the Brand's Creative Direction

I began by shifting Peet's identity toward a bolder, more vibrant personality while staying true to its core promise of real, intense coffee flavor. This involved redefining the visual tone, color palette, and messaging to feel more energetic, modern, and fun.

02

Developing a Cohesive Visual + Verbal Language

Next, I built a unified design system that carries this new bold energy across all mediums. Strong typography, high-contrast visuals, and punchy, flavor-forward copy were developed to create a recognizable and consistent voice throughout the campaign.

03

Applying the System Across Integrated Touchpoints

The new creative direction was extended across all campaign elements—including print ads, social media, transit placements, retail displays, and collaborative pieces like a Field Notes partnership. This ensured the campaign felt connected, intentional, and impactful in every way.

TARGET CUSTOMER



NAME:
Jordan Reyes

AGE RANGE:
24-38

SCREEN TIME:
Music

Social Media

Entertainment

PERSONALITY:
Jordan is confident, curious, and loves discovering brands with authenticity and attitude. They value craft, boldness, and anything that feels real whether that's music, style, or their morning coffee.

LIFESTYLE:
They start their day early, often commuting or diving into a packed schedule. They appreciate quality and intentionally choose products that elevate their routine. Jordan hangs out in coffee shops, supports local makers, and prefers brands with personality and purpose

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PAIN POINTS:
- Weak, watered-down coffee
- Inconsistent flavor
- Overly sugary or artificial drinks
- Lack of authenticity in coffee brands
- Coffee that doesn't match their energy
- Too many choices with no clarity

COFFEE HABITS:
Jordan wants coffee with actual flavor—strong, rich, and expertly roasted. They can immediately tell the difference between watered-down coffee and a cup with depth. They're loyal to brands that honor craft and aren't afraid to be bold.

WHY PEET'S FITS:
Peet's gives Jordan the intense flavor they crave, wrapped in a bold, fun, modern brand energy that matches their lifestyle. They see Peet's not just as coffee, but as a daily ritual that fuels their creativity and confidence.

PRINT ADS
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PRINT ADS

The print ads in this campaign are designed to bring Peet's bold, unapologetic coffee personality to life in a clean, modern, and visually striking way. Each execution highlights the campaign's core idea—"For Peet's Sake"—a playful but powerful expression of frustration with weak, boring coffee. The ads use this attitude to position Peet's as the solution: the brand for people who demand real flavor and full-bodied coffee.

SINGLE PAGE PRINT ADS

These single-page ads highlight Peet's bold flavor through simple, flavorful visuals and confident messaging.





DOUBLE PAGE PRINT ADS

Designed for maximum presence, these two-page ads highlight Peet's rich flavor through imagery and confident typography.





INDOOR ADS
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INDOOR ADS

The indoor ads in this campaign extend the bold, humorous, and flavor-driven message of “For Peet’s Sake” into environments where coffee lovers make everyday decisions—cafés, grocery stores, office buildings, community centers, and lifestyle spaces. These placements are designed to catch people during moments when they’re craving energy, flavor, or a break, making Peet’s feel timely, relevant, and irresistible.

PUBLIC TRANSPORTATION

Designed for high visibility, this transit ad showcases an engaging and playful take on Peet's strong, real coffee flavor to riders on the move.



GROCERY STORE DISPLAYS

Bright, backlit visuals make Peet's impossible to miss, highlighting the brand's rich, real coffee flavor at the point of purchase.



PEET'S X FIELD NOTES LIMITED EDITION

A special Field Notes collaboration offers fans a functional, beautifully crafted way to carry Peet's bold energy with them.



OUTDOOR ADS
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OUTDOOR ADS

The outdoor advertising for this campaign amplifies Peet's bold, unapologetic attitude at a city-wide scale. These ads are designed to break through visual clutter with humor, simplicity, and strong flavor-forward messaging. By placing bold headlines and striking imagery in high-traffic public spaces, the campaign grabs attention instantly and reinforces Peet's as the go-to choice for coffee lovers who refuse to settle for anything weak or watered-down.

PEET'S X FIELD NOTES MURAL

This Field Notes collaboration extends into a bold wall mural that showcases the partnership through large-scale graphics and playful, notebook-inspired design.



BUS STOP DISPLAY

This bus stop display uses bold visuals and a scannable QR code to connect commuters directly to Peet's products and promotions.



SOCIAL MEDIA
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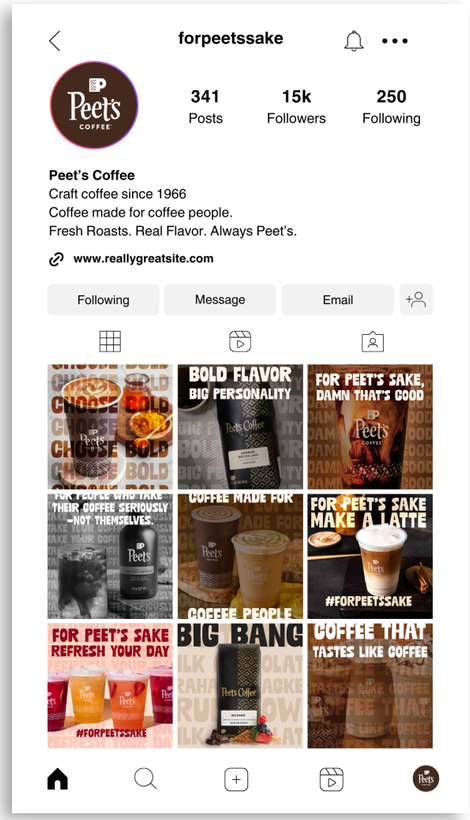
Social media serves as a fast-moving, high-engagement channel to bring Peet’s bold, playful, and flavor-forward personality to life. The campaign leverages platforms like Instagram, Facebook, and TikTok to reach coffee lovers where they scroll, swipe, and share. Through visually striking content, witty messaging, and interactive features, social media allows the campaign to connect with the target audience people who crave real, bold coffee flavor.

INSTAGRAM PROFILE & POSTS

Peet's Instagram celebrates big flavor and bold energy, using playful visuals and punchy captions to connect with people who want coffee that actually tastes like coffee.







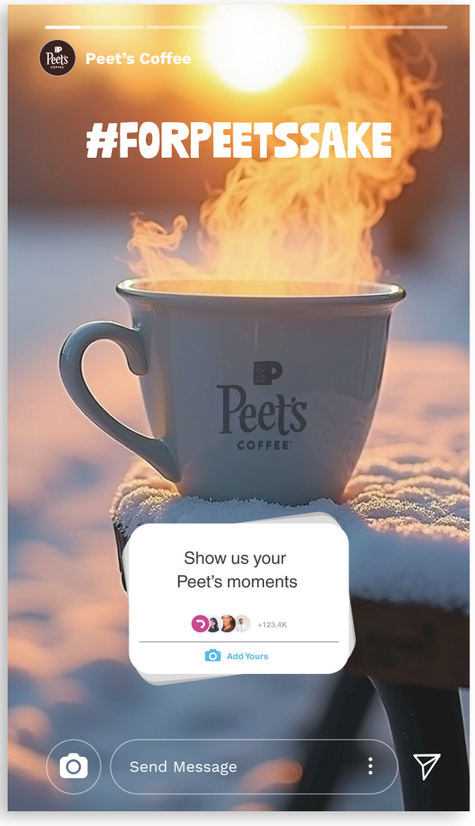




INSTAGRAM STORIES

Designed for fast engagement, these Instagram stories bring bold graphics, movement, interaction, and flavor-driven copy to capture attention in seconds.

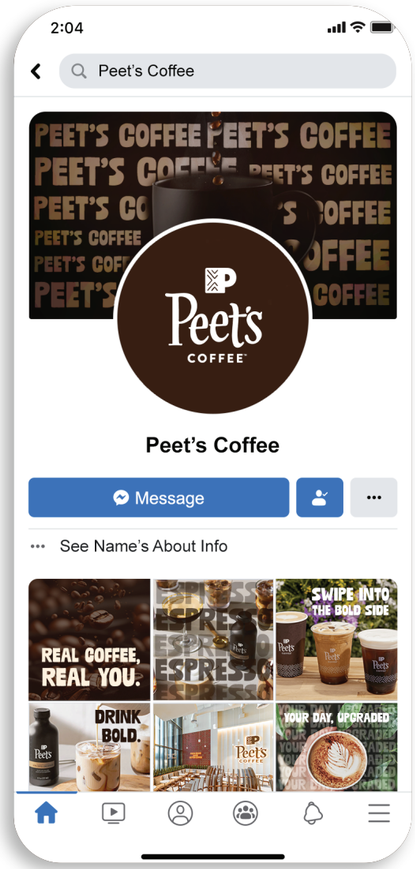






FACEBOOK PROFILE & POSTS

Peet's Facebook presence highlights the brand's bold, real coffee flavor through rich visuals, storytelling, and community-focused content.



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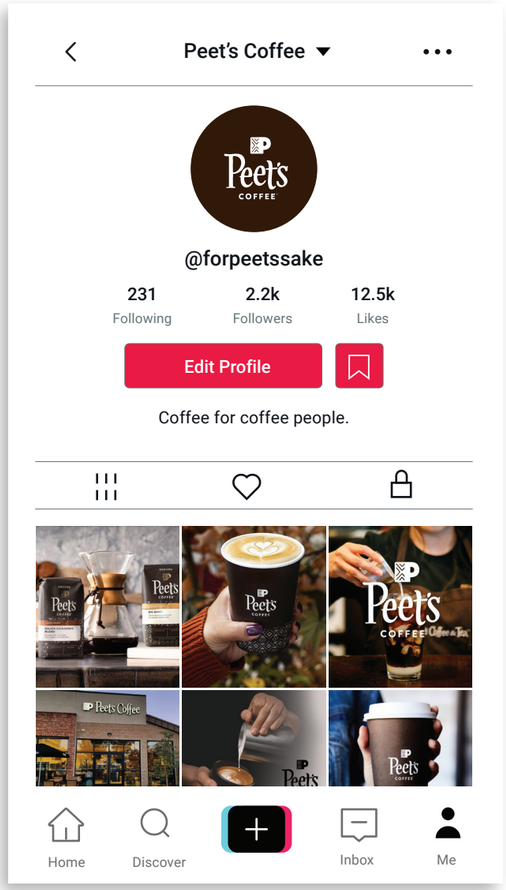
TIKTOK PROFILE & POSTS

Peet's TikTok brings bold flavor to life with short, playful, and engaging videos. Each clip highlights the personality of the 'For Peet's Sake' campaign.



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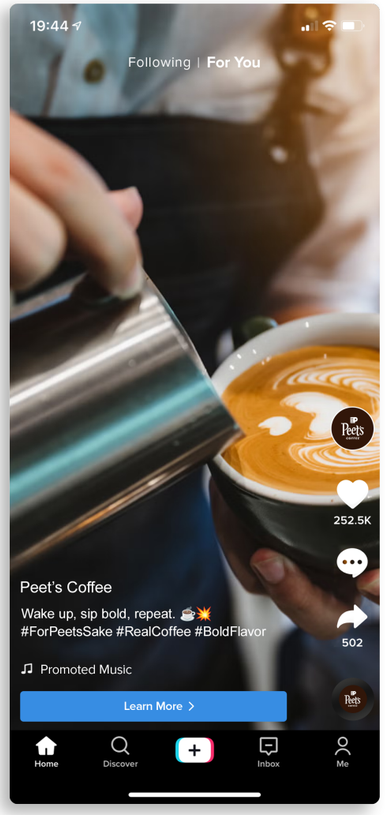

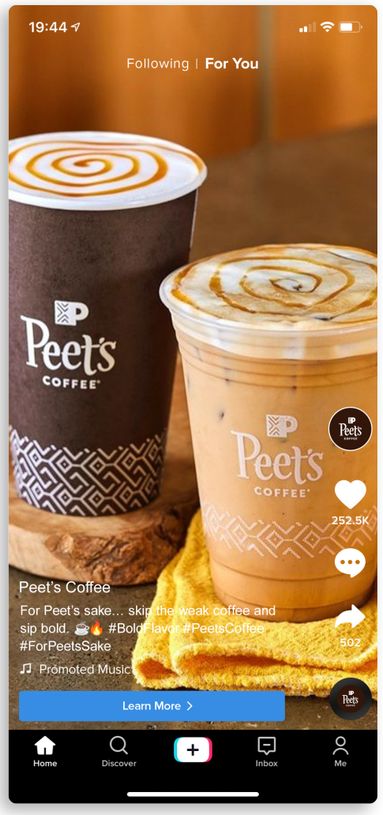

MEDIA EXPERIENCE
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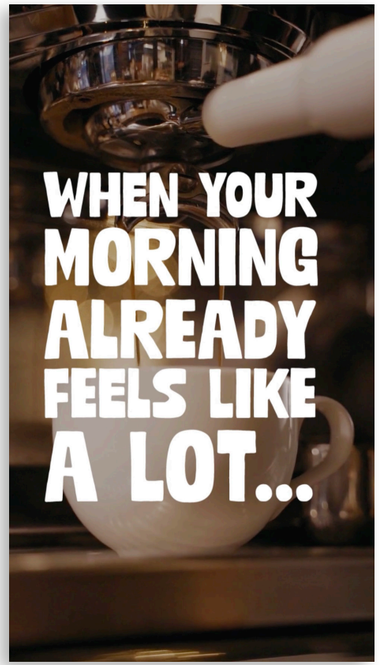
The commercial transforms the bold personality of the “For Peet’s Sake” campaign into a fast, energetic media experience that captures attention from the very first frame. Designed for 15–30 second placements, the commercial immerses viewers in the sensory world of Peet’s. Deep color, rich texture, steam, sound, and that unmistakable bold flavor.

COMMERCIAL

The experience opens with the everyday frustration of weak, watered-down coffee, expressed through quick, humorous visual type. Then the tone shifts: the frame fills with the deep, dark richness of Peet's roasts.











CAMPAIGN SUMMARY

This campaign speaks directly to coffee lovers who refuse to settle for weak, watered-down brews. It's made for people who crave boldness, real flavor, and a cup that actually wakes them up. Every touchpoint—from print to social to outdoor—was built to resonate with those who want coffee that tastes as strong as they feel, reminding them that Peet's delivers the depth, richness, and intensity their daily ritual deserves.

FOR PEET'S SAKE, DRINK PEET'S.

Created by: Karina Dougall