

COFFEE CAMPAIGN FOR AN UPSCALE BRAND IN MUMBAI

Building uniqueness through local *relevance*

THE CHALLENGE

How does an upscale coffee brand *stand* out in Mumbai's competitive, gentrified segment?

The real challenge is defining uniqueness through authentic Mumbai urban experiences — not generic luxury tropes.

THE TENSION TO RESOLVE

Relevance *vs.* Aesthetics

authentic Mumbai
urban...



generic luxury
tropes

THE MECHANISM

Sustainability beyond launch requires a clear *mechanism* for ongoing engagement with local communities.

The campaign must define uniqueness through authentic Mumbai urban experiences, not generic luxury tropes.

THE THREE CONDITIONS

The campaign must define uniqueness through *authentic* Mumbai urban experiences, not generic luxury tropes.

- Define uniqueness through authentic Mumbai urban experiences
- Anchor the brand in local cultural and social fabric

THE RISK

Failure to ground uniqueness in authentic city-specific *narratives* will result in a generic, unmemorable campaign.

Next steps: Identify key Mumbai urban rituals or local stories to anchor the brand.

Anchor the brand in
Mumbai's urban rituals —
before launch.

Thank you