Starbucks: Guatemala Casi Cielora (Meaning: Almost Heaven)

Adjectives:

- Classy
- Romantic
- Fun
- Adventurous
- Vibrant/full of life
- Fearless/bold
- Stylishly Charming

Bus Shelter Ad Copy:

Headline: A taste of falling heaven in your cup.

Body Copy: Experience the richness of an all-new blend far greater than your regular cup of coffee. With the smooth balance of aromatic lemon and hints of dark cocoa, it's 1% coffee and 99% heaven in a cup.

Image Ideas: A white Starbucks mug with steaming coffee being poured into it (going with the theme of falling from the heavens). Beside the cup, a small wooden board with a beautiful arrangement of lemons, dark chocolate, and coffee beans is placed to showcase the ingredients and enhance the point that it's a new flavour (something different and unique).

Tim Hortons: Dark Roast

Adjectives:

- Classic
- Communal (geared towards developing a community of coffee lovers)
- Proudly Canadian
- Warm/Welcoming
- Friendly/Likeable
- Trustworthy
- Responsible

Bus Shelter Ad Copy:

Headline: Your guide through the Dark

Body Copy: Introducing the taste of a darker, smoother blend from our 100% Arabica premium coffee beans. Roasted right to meet the highest dark-roast standards, these beans provide Canadians all over the nation with the perfect boost of energy to start their day. So, you not only wake up and smell the coffee, but also taste the perfection.

Image Ideas: At the forefront of the ad, there is a Tim Hortons cup with two maple leaves around the brand name printed on the cup. The cup is already filled with steaming black coffee and scattered all around the cup are perfectly polished and glistening coffee beans.