

bude

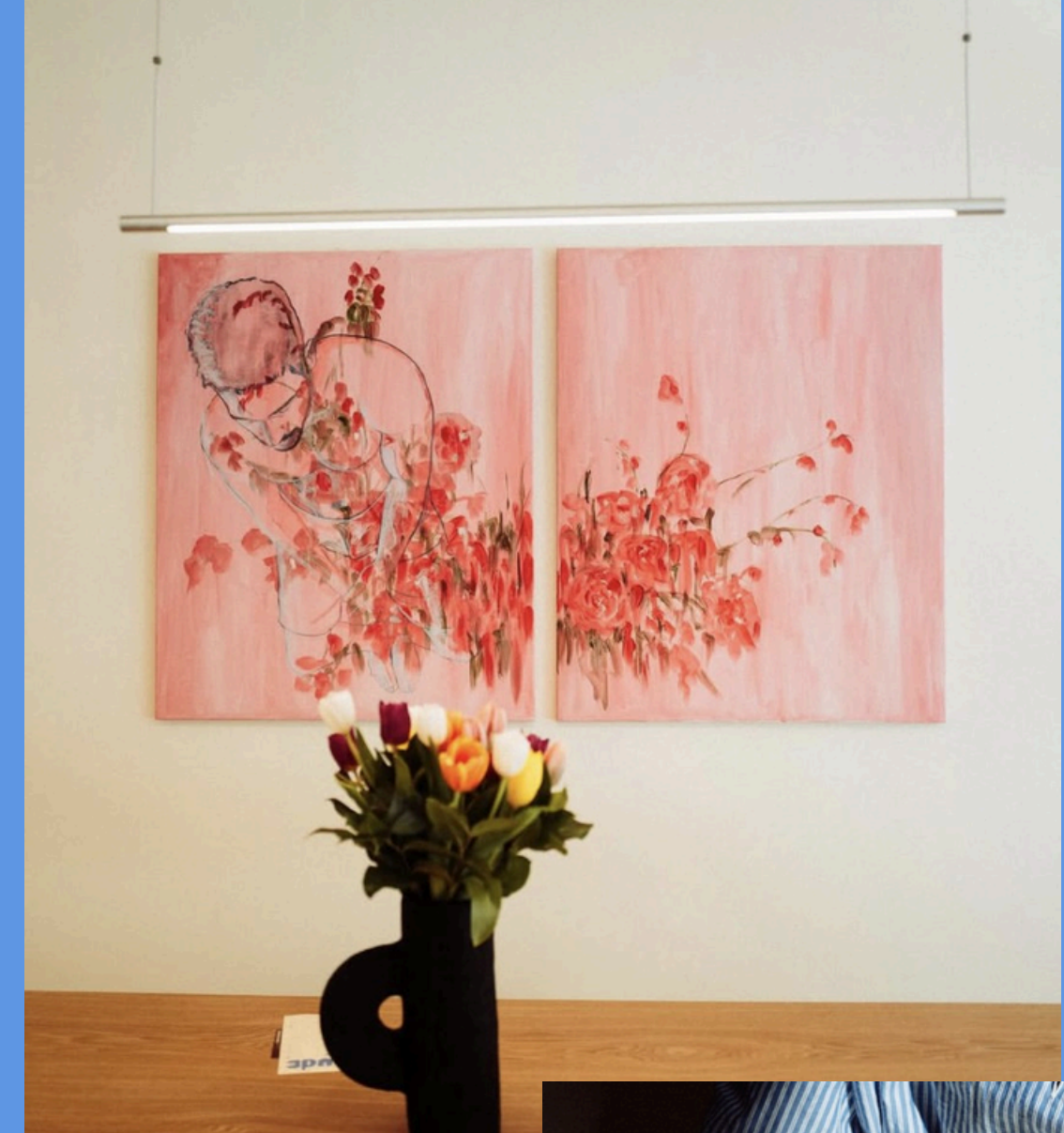
**'SUSTAINABILITY SHOULD BE REAL
AND NOT MARKETING'
- CLARA (OWNER OF BUDE)**



Redefining the Café Experience

Sustainability

- **Social sustainable**
- **Sustainable ingredients and partners**
- **Small pastrie production**
- **Proper and honest**
- **Reaching a big audience**





CLARA

CUSTOMER PROFILE

Age: 25 years old

Work: Writer

City: Badalona

• LIFESTYLE & VALUES

It's someone who values quality and wants to work in a creative or nice atmosphere. The customer is searching for special coffee. She's from Germany but is living in Badalona.

• LANGUAGES

German

100 %

English

80 %

Catalan

50 %

• PAIN POINTS

Price

Knowledge of filter coffee

• WHAT MOTIVATES?

Quality coffee

Great experience

Creative inspiration

Marketing content





Poster

- Represent a clean and calming atmosphere
- Focusing on filtercoffee

Instagram-Post

- a slide-post with multiple pictures
- could be pinned at the top of the page
- gives customers an immediate idea of what the business stands for



1st picture

Instagram-Post



2nd picture



3rd picture



last picture

Bude's ASMR



Videos



Videos

Our ideas

- **Cups**
- **Menu**
- **Leftovers**
- **Coffee waste**



Recommendations

- ✓ **Better instagram communication**
- ✓ **Giving coffee grounds a second life**
- ✓ **Reduce food waste**

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