

# Starbucks Anniversary Blend



Coffee cup starts very zoomed in with steam coming up from coffee. Eventually it zooms out to the sirens hand.



Once zoomed out to the siren's hand, the image continues to zoom out until the full mermaid is in view.



Type slides in from the left as the view is finished zooming out.



Fin swipes across the image, removing the text and the siren. Bubbles follow, or water color shapes.



Hair waves across the screen, more bubbles.



# Brewing Strategies

Ever Wonder  
How to Brew  
Our Coffee?



Text rises out of empty cup.



Coffee is poured and pushes down the type into the cup.  
Text will shrink as it "enters" the cup.



Steam begins to move up from the freshly poured coffee.



Let Us Show  
You How!

Text pushes the coffee cup up. The steam is still animating  
and as the cup is pushed up is shrinks to fit in the frame.



Transparent shapes representing steam rise up and  
remove the cup and the text.

