

Jasmine is the owner of Diedrich Espresso, a 20-location coffee stand chain in the North Sound area of Washington State, just north of Seattle. Of course, there's another notable coffee shop chain from Seattle. The most important thing to Jasmine is highlighting what makes her operation different. We did that by instilling in her announcements a sense of fun while showcasing the charitable giving that her company facilitates. Diedrich Espresso doesn't have the capacity or the resources that Starbucks has, but our messaging positions Diedrich as a coffee stand you *want* to support.

*Diedrich Espresso*

*The Hero's Journey*

:30

*Customer: I thought I just stopped for a drink when I pulled up to Diedrich Espresso, but I was really starting my hero's journey.*

*/MUS/ Action music, under*

*Customer: I get to Diedrich.*

*/SFX/ Car engine revving, car brakes squealing*

*Customer: I roll down my window.*

*/SFX/ Car window rolling down*

*Customer: And I order my Lavender Lemonade Slushie because it's delicious. Well, it turns out that all profits from all signature drinks go to the Domestic Violence Services of Snohomish County. In other words: I'm a hero.*

*/MUS/ Action music fades out*

*/SFX/ Triumphant fanfare*

*Customer:*

*Okay, so maybe Diedrich Espresso is the hero ... but I sure feel heroic. And if you get a signature drink from Diedrich, you can feel like a hero too. Diedrich Espresso. It's more than just coffee.*