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Starbucks India unveils Take a Blonde Turn campaign

The campaign celebrates the lighter, everyday moments of life with your favourite cup of coffee

By **Sanjiv Das** | July 15, 2025



Blonde Starbucks

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Starbucks has launched its latest campaign Take A Blonde Turn. Whether it’s switching the roast, picking your preferred milk option, or experimenting with handcrafted flavours, customisation at Starbucks is thoughtful and seamless.

Set inside a vibrant Starbucks store, the film opens with a young woman ordering a Blonde Almond Flat White. Her drink is prepared with curated coffee beans ground fresh, double espresso shot pulled with precision and almond milk swirled and layered. The camera lingers on each step, highlighting the care and clarity of the process. As the drink is placed on the counter with her name written clearly on the cup, a testament to the signature Starbucks experience through fast paced visuals. The scene swiftly translates into other café moments: friends' bond over coffee with limited beverage offerings such as the Date Cortado and Pecan Iced Shaken Espresso.

The beauty of the film lies in the rhythm of movement, ambient sound, and the craft behind every cup. With every swirl, sip, and shared glance, the campaign captures a new rhythm of coffee culture: lighter, more expressive, and entirely your own.

Mitali Maheshwari, Head of Product and Marketing, TATA Starbucks, said, "Take a Blonde Turn isn't just a message, it's a mindset. As Indian coffee culture shifts toward more personal and intentional choices, we're proud to offer options that let customers express themselves through every cup. Blonde Espresso Roast brings a smooth, approachable profile that makes even familiar favourites feel new again. Whether it's switching the roast, choosing a different milk, or exploring seasonal flavours, we believe personalisation should come naturally, and without barriers. This campaign reflects Starbuck's ongoing promise to make customisation simple, seamless, and always part of the experience."

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