

### Wild Bean Café - A Story In Every Cup

Seeking to drive a positive narrative, which focuses on authentic and inspirational South African stories, relayed by ordinary South Africans. Wild Bean Café is heating things up a notch in 2020 with its DESIGN A CUP COMPETITION - which celebrates and showcases young design and art talent.



This year customers also have an opportunity to take part in this exciting competition, by simply sharing stories on what they love most about Mzansi to culminate in this year's theme, **“A STORY IN EVERY CUP.”**

Launched in 2019, Wild bean Café piloted the Design a Cup campaign with Vega School, affording young local visual communication students an amazing platform to showcase their design skills. The contestants blew judges away with their creativity and unique designs, inspired by Mzansi's vibrant culture and experiences.

“The success achieved in the Wild Bean Café 2019 Design a cup competition, was a clear indication to magnify the campaign in 2020, by making it inclusive and accessible to a broader reach of young visual communication and graphic designer students nationwide” says BPSA's head of Wild Bean Café, Danielle Croza.

### Double Espresso

Expressing yourself over a cup of Wild Bean coffeee

“To bring more life and excitement to the campaign, we've gone **double 'expresso'** in Design A Cup 2020 by extending the competition to our customers through **A STORY IN EVERY CUP**”. Says Croza.

This powerful campaign message, **“A STORY IN EVERY CUP,”** not only personifies Wild Bean Café’s authentic and contemporary brand personality, but also connects beautifully with its coffee journey. The competition will be amplified through partnerships that share the brand’s vision to promote youth talent, while enabling a connection with a wider target audience.

## Competition Entry

The competition entry period runs from Monday 16th to Friday 20th March, where customers can tell their stories of what they love most about Mzansi. Stories must be shared on Twitter either by text or video format, tagging @MetroFMSA and @BP\_SouthAfrica, and using the competition hashtag #WBCDesignACup.

Metro FM will select the top five winning stories, which will receive a Wild Bean Café hamper that includes:

1. A Coffee Machine
2. 1-year supply of Wild Bean Café Coffee Beans
3. R2000 BP Voucher

All prizes add up to the value of R6000.

All five stories will form part of the 2020 Design A Cup competition, where students from fifteen participating Design Institutions will be tasked to visually illustrate the story of their choice onto the Wild Bean Café cup.

## Prizes

The winners will be awarded as follows:

1<sup>st</sup> Prize: R100k towards tuition fees

2<sup>nd</sup> Prize: Apple MacBook Pro + full one-year Adobe CC licence

3<sup>rd</sup> Prize: Apple MacBook Pro

The winning cup designer and the winning story teller will receive the grand prize of a Wild Bean Café Coffee Experience trip to Tanzania for two, to the value of R38,000.00 per person which entails:

- A 4-day coffee boot camp at the Machare coffee farm ("the farm")
- Accommodation, meals and local beverages at the farm
- All flights and transfers; and
- A courtesy gift from the farm.

Wild Bean Café is BP's coffee shop brand, and offers a great quality food range, fan quality food, freshly baked goods and espresso style coffees for South African motorists on the move.

ENDS

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