



Vertuo Window

The first coffee-window sampling, straight from a private living-room.

Context

Swiss people love good coffee – and historically they love to get it from their trusted coffee window with a great barista expertise. Good thing that this year, Nespresso launched the Vertuo Lattissima, a new coffee machine, specially made for those who enjoy great barista coffee recipes at home.

Idea

Say buongiorno to Nespresso Vertuo Window, the first coffee-window sampling, straight from a private living-room. To demonstrate the excellence of the Vertuo Lattissima machine, we turned a private living-room into a coffee window for everyone to enjoy. By doing so, not only did we launch a brand-new product, but we also proved our love and understanding for the Swiss coffee culture.

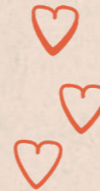
Impact

Nespresso Vertuo Window led to a true coffee experience loved by all. This new and unexpected sampling experience seduced coffee lovers, making Nespresso the one brand to openly celebrate a coffee trend. Nespresso Vertuo Window unleashed a bigger bond between people and the brand itself, inspiring thousands to dive deeper into their love for high-quality coffee with one straightforward message: **Be your own barista, at home.**



+300% affinity

with the Nespresso Vertuo System



+3.507 new baristas

in Switzerland



7.559 coffees distributed

