



i am

7X

The project had a number of name exchanges 7x higher than São Paulo's annual average.

A STARBUCKS STORE TRANSFORMED INTO A NOTARY OFFICE SO THAT TRANSGENDER PEOPLE COULD GET THEIR NAMES LEGALLY CHANGED.

SCENARIO:
In Brazil, transgender people have a very hard time getting their names changed on their documents. This is a big problem when it's time to find a job, see a doctor, go to college, among several other social and psychological issues.

INSIGHT:
At Starbucks, everyone can be whoever they want to be. The proof is that the name written on the cup is exactly the same one the person says. No questions asked. A brand truth that is well-known all over the world.

IDEA:
We transformed Starbucks into a notary office in order to legally change the names on the documents of transgender individuals.



“ AN IMPORTANT STARTING POINT FOR THEM TO BE RESPECTED AND TREATED AS CITIZENS. ”



“ THE LEGAL GUARANTEE THAT INDIVIDUALS WILL BE RECOGNIZED AS THEY SEE THEMSELVES. ”



“ MAKING A NAME FOR YOURSELF: FOR TRANS PEOPLE, IT'S LIFE-CHANGING. ”



The I Am project has expanded and become a major program for the trans employees of Starbucks Brasil.

