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Starbucks is launching NFTs in partnership with Polygon and I think...

Starbucks is launching NFTs in partnership with Polygon and I think it's way way more interesting than just another NFT drop. Why

Overview: Starbucks "digital loyalty stamps" are NFTs that will unlock artists' collaborations, unique events, and immersive digital experiences. Starbucks has also built a game called Odyssey, in which players can complete journeys to earn further NFTs

Starbucks has mastered loyalty. Yh Starbucks has 24.2m active rewards users; why not build in a little game and unique experiences with artists?

"Starbucks is a bank." The reality is the Starbucks app acts as a digital charge card, where each purchase rewards a user with double stars. Starbucks has roughly \$1.2bn sitting on these cards today, all because they gave out extra magic stars. And you're telling me people won't play a game if there isn't some benefit in it for them?

NFTs are inevitable; they might just need a rebrand. Unfortunately, 99% of NFTs have been corporate cash grabs, terrible projects, and in some cases, outright scams. Brands LARPing as cool is not a good look.

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