

HELP YOU  
HELP ME

*2025*



Thailand has over 550,000 adults with visual impairment, yet only 20% are employed. Among those who are, most remain confined to low-paying, unstable jobs with no real career progression, such as lottery sales, massage, or call centers. These are not jobs of aspiration, but are among the few options available in a system that does not recognize the full professional value of person with visual impairment.

The barriers are not rooted in lack of capabilities but in preconceptions. Structured and visible workplaces in which blind professionals contribute meaningfully are key to challenging these biases and creating the conditions in which they can control their own future. This approach creates lasting impact and influence when it is supported with a broad physical footprint and sustained commercial success.

# SOCIETAL CHALLENGES



Dots Coffee is the world's first coffee shop and retail brand operated entirely by blind baristas.

Founded in 2019, it provides an everyday experience in which customers interact directly with them in a mainstream commercial setting.

Our visually impaired staff work in competitive, value-added positions with opportunities for career growth.

Built as a scalable venture, Dots Coffee is designed to grow into an ubiquitous retail chain.

# OUR MODEL





24 Baristas

2 Shops

Booths and B2B

Article 35

Global NGO pilot

Media coverage

**ACHIEVEMENTS**





Dots Coffee currently has 24 visually impaired baristas, with strong retention and multiple team members promoted into leadership and supervisory roles. We operate two permanent shops in Bangkok: our original branch at KX (BTS Wongwian Yai), which also functions as a training hub, and a second location on Wireless Road. Beyond our cafés, we run mobile booths, pop-ups, and B2B services for corporate clients to steadily expand our visibility and reach. All our baristas are sponsored under Article 35 through partnerships with leading companies. This year, Dots Coffee will partner with a major international NGO to develop and pilot a workplace soft-skills training program for persons with disabilities in Thailand. Lastly, our work has received national media coverage, growing international recognition, and increasing attention across social media platforms.

# NEXT *chapter*

We are currently finalizing details to open a new shop in the Siam Square area. This shop represents the confidence we have in thriving in such a central and commercially significant location.

It would also offer strong visibility, consistent foot traffic, and the opportunity to attract new customers while exposing them to our brand, values, and message.





## COMPONENT 1

### *Signature Drinks*

We will invite influencers to co-create a customized beverage with our baristas during a private session at the shop. The drink will be added to our menu for a limited time, and the session will be filmed to form the core campaign content.

This not only builds excitement around the special item but also highlights our baristas as key drivers of the shop experience and the business' success. Influencers will share a unique discount code for their followers to purchase the special menu items at a significant discount.





## COMPONENT 2

### *Tell Your Story*

Customers who purchase the special drinks will be encouraged to take part in a engagement campaign, responding to a prompt such as:

“Tell us in 20 seconds what you like most about Dots Coffee?”

By posting a short clip on TikTok with the campaign hashtags, they will be entered into a lucky draw for a special prize. TV Screens at the Dots Coffee shops will also play these customer-submitted clips throughout the day.



Increase awareness of Dots Coffee and its brand values.

Draw new people to the upcoming Siam Square shop

Convert new foot traffic into loyal customers

Through the creation of special menu items, the process will naturally showcase the professionalism, charisma, and skill of our baristas. Influencers will help communicate our core message, promote the new shop, highlight the limited-edition drinks, and activate their followers to engage both online and in-store.

# CAMPAIGN

## *Objectives*

# WHAT CLICKS

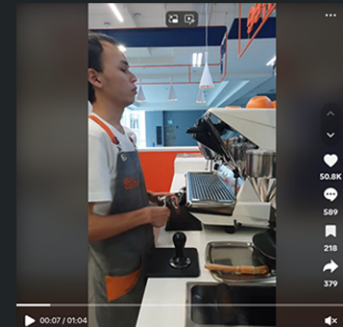
We have found that the media content that has generated the most response is the kind that goes beyond evoking empathy.

As people come to know our baristas, they respect them for their resolve and see in them the embodiment of dignity, self-worth, and agency.

Because these values resonate universally, audiences view our baristas as equals and connect with Dots Coffee as a values-driven brand that reflects their own beliefs.



Super 100 on Workpoint TV  
23 February 2025  
36k views



TikTok Tutorial by Barista Teng  
15 September 2021  
350k views

Thank  

---

You

dots  
coffee