Campaign Plan: Iced Coffee

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Target Region: Malaysia

Target Culture: Malay Youth

# Campaign Strategy & Timeline

Step 1 – AI Research & Insights:  
1. Hashtags: #IcedCoffeeRamadan, #ChillWithCoffee, #MalayYouthVibes, #CollegeCoffeeBreak, #RefreshingRamadan, #SipAndStudy, #CoolBrewCrew, #MalaysianIcedCoffee, #RamadanRefresh, #YouthfulSips  
  
2. Content Types: Short videos showcasing iced coffee preparation, user-generated content featuring students enjoying iced coffee during Ramadan, Instagram Stories polls and quizzes related to iced coffee preferences, behind-the-scenes footage of coffee sourcing and production, influencer collaborations showcasing iced coffee in daily routines, interactive Instagram Reels challenges.  
  
3. Poster/Video Tone: The mood should be vibrant, youthful, and refreshing. Style should be modern and casual with a focus on simplicity and clarity. Color palette should include cool tones like mint green, sky blue, and soft pastels to evoke a sense of freshness and relaxation.  
  
4. Strategy: The campaign will focus on leveraging the popularity of iced coffee among college students during Ramadan. Content will highlight the refreshing and energizing qualities of the product, aligning with the festive atmosphere of Ramadan. Collaborations with influencers and user-generated content will drive engagement and authenticity. The campaign will utilize a mix of organic and paid promotions to maximize reach and impact within the target audience.  
  
Step 2 – Timeline (Calendar View):  
Week 1: Launch campaign with introductory posts and videos. Collaborate with influencers for initial promotion. Run Instagram Stories polls to engage audience.  
Week 2: Release user-generated content featuring students enjoying iced coffee. Host Instagram Reels challenges encouraging participation. Continue influencer collaborations.  
Week 3: Share behind-the-scenes footage and stories about coffee sourcing and production. Run targeted ads to reach a wider audience. Encourage user-generated content submissions.  
Week 4: Wrap up campaign with highlights and best moments. Thank participants and influencers. Offer exclusive discounts or promotions to maintain momentum post-campaign.  
  
Analysis: The timeline appears balanced with a mix of content types and activities spread throughout the 4 weeks. However, there could be more emphasis on interactive elements in the middle weeks to sustain engagement. Consider adding a mid-campaign giveaway or contest to incentivize participation and maintain momentum. Additionally, ensure consistent posting schedules to keep the audience engaged throughout the campaign duration.

# Suggested Visual Elements

The following visual elements were suggested for this campaign (to be generated separately):

1. vibrant iced coffee with mint green straw on wooden table

2. youthful student sipping coffee during Ramadan study session

3. cool toned Instagram Story poll about iced coffee preferences

4. behind-the-scenes footage of coffee beans roasting in modern factory

5. influencer enjoying iced coffee in casual, pastel-colored outdoor setting

# Next Steps

1. Review and refine the campaign strategy as needed

2. Use the /process-images API endpoint to generate actual images from the visual elements

3. Customize visual elements descriptions before image generation if desired

4. Implement the campaign timeline and monitor performance metrics