

■ COMPLETE CAMPAIGN PACKAGE

COFFEE SHOP

30-Second Professional Advertisement

Industry: Food

Target Market: Providence

Research Data Collected:

- YouTube Videos Analyzed: 0
- Competitors Researched: 0
- Google Reviews Analyzed: 0
- Yelp Reviews Analyzed: 0
- Keywords Analyzed: 0

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Powered by AdBoard AI - 12-Agent Orchestration System

EXECUTIVE SUMMARY

Project Overview:

This production package contains comprehensive market research, creative strategy, and production planning for a 30-second professional advertisement promoting coffee shop in the food industry.

Estimated Budget: \$11,787.5

Budget Level: Medium

Potential Filming Locations: 1

Script Structure: 5 scenes

RESEARCH & PRODUCTION PROCESS

This deliverable was created through our multi-agent AI pipeline, combining advanced research with creative generation to produce a complete production package.



- 1. **Research:** Collects YouTube trends, competitor data, reviews, and keyword insights
- 2. **Trend Analyzer:** Extracts viral patterns, hooks, visual styles, and CTAs
- 3. **Script Writer:** Writes scene-by-scene script with visual and voiceover details
- 4. **Image Generator:** Creates storyboard frames for each scene
- 5. **Voiceover:** Generates professional TTS voiceover from script
- 6. **Music:** Selects or generates background music matching tone
- 7. **Video Assembly:** Combines images, voiceover, and music into final video
- 8. **Cost Estimator:** Calculates detailed production budget and requirements
- 9. **Location Scout:** Finds filming locations with permits and pricing
- 10. **Pdf Builder:** Compiles all data into this comprehensive package

MARKET RESEARCH ANALYSIS

COMPLETE SCRIPT

SCENE 1 (0-5s): [HOOK] Visual: Slow-motion shot of a barista expertly pouring latte art – a delicate fern – into a steaming cup of coffee. Sunlight streams through the large windows of a downtown Providence coffee shop, casting a warm glow. Audio: Gentle, acoustic guitar music begins. Voiceover: "Craving that perfect cup?" SCENE 2 (5-10s): [SETUP/PROBLEM] Visual: Quick cuts: A frustrated person frowning at a weak, watery coffee. Another person looking stressed and rushed, checking their watch. Audio: Sound of a busy street, muffled traffic. Voiceover: "Tired of coffee that tastes like... nothing? Or a coffee shop that feels more like a checkout line?" SCENE 3 (10-15s): [SOLUTION/PRODUCT] Visual: Wide shot of the interior of the coffee shop – cozy armchairs, local art on the walls, people chatting and laughing. Focus on a close-up of ethically sourced coffee beans being ground. Audio: Coffee grinder sound blends into the music. Voiceover: "At The Daily Grind in downtown Providence, we're different. We use only the best beans, roasted in-house..." SCENE 4 (15-22s): [PROOF/BENEFITS] Visual: Montage of happy customers: a student studying, a couple laughing, a businessperson working on a laptop. Focus on a customer smiling genuinely as they take a sip of their coffee. Audio: Music swells slightly. Voiceover: "Honestly, people say our coffee is the *best* in the city. And the atmosphere? One customer called it 'a little slice of heaven.'" SCENE 5 (22-30s): [CTA] Visual: The Daily Grind logo appears on screen with the address (e.g., 123 Main Street, Providence). A map pin drops onto the location. Audio: Music fades out. A gentle chime sound effect. Voiceover: "So skip the blah, and come experience the Daily Grind. ...Your perfect cup is waiting. Visit us today!"

Scene-by-Scene Breakdown:

Scene 1 (0-5s) - HOOK

Voiceover: "Craving that perfect cup?"

Visual: Slow-motion shot of a barista expertly pouring latte art – a delicate fern – into a steaming cup of coffee. Sunlight streams through the large windows...

Audio: Gentle, acoustic guitar music begins.

Scene 2 (5-10s) - SETUP/PROBLEM

Voiceover: "Tired of coffee that tastes like... nothing? Or a coffee shop that feels more like a checkout line?"

Visual: Quick cuts: A frustrated person frowning at a weak, watery coffee. Another person looking stressed and rushed, checking their watch.

Audio: Sound of a busy street, muffled traffic.

Scene 3 (10-15s) - SOLUTION/PRODUCT

Voiceover: "At The Daily Grind in downtown Providence, we're different. We use only the best beans, roasted in-house..."

Visual: Wide shot of the interior of the coffee shop – cozy armchairs, local art on the walls, people chatting and laughing. Focus on a close-up of ethically ...

Audio: Coffee grinder sound blends into the music.

Scene 4 (15-22s) - PROOF/BENEFITS

Voiceover: "Honestly, people say our coffee is the *best* in the city. And the atmosphere? One customer called it 'a little slice of heaven.'"

Visual: Montage of happy customers: a student studying, a couple laughing, a businessperson working on a laptop. Focus on a customer smiling genuinely as they...

Audio: Music swells slightly.

Scene 5 (22-30s) - CTA

Voiceover: "So skip the blah, and come experience the Daily Grind. ...Your perfect cup is waiting. Visit us today! ---"

Visual: The Daily Grind logo appears on screen with the address (e.g., 123 Main Street, Providence). A map pin drops onto the location.

Audio: Music fades out. A gentle chime sound effect.

Full Voiceover Script:

"Craving that perfect cup? Tired of coffee that tastes like... nothing? Or a coffee shop that feels more like a checkout line?
At The Daily Grind in downtown Providence, we're different. We use only the best beans, roasted in-house... Honestly,
people say our coffee is the *best* in the city. And the atmosphere? One customer called it 'a little slice of heaven.' So skip
the blah, and come experience the Daily Grind. ...Your perfect cup is waiting. Visit us today!"

CAMPAIGN STRATEGY & DISTRIBUTION

■ CAMPAIGN STRATEGY

This is a complete multi-format advertising campaign for coffee shop, not just a single ad. The campaign includes multiple video assets optimized for different platforms and audience segments.

Campaign Assets:

- Long-form Concept Video (30s) - Black & white storyboard for client approval and concept validation
- Short-form Viral Video (15s) - Photorealistic TikTok/Instagram Reels optimized content
- Complete PDF Package - Research, strategy, scripts, and production details
- Social Media Assets - Platform-specific captions and hashtags

■ MULTI-PLATFORM DISTRIBUTION STRATEGY

Storyboard Video (30-60s) - B&W; Concept:

- Platform: Client presentations, internal review, pitch decks
- Purpose: Concept validation before full production
- Format: Silent black & white pencil sketch animation

Viral Short (15s) - Photorealistic:

- Platforms: TikTok, Instagram Reels, YouTube Shorts
- Purpose: High-engagement social media marketing
- Format: Vertical 9:16, photorealistic, trending audio
- Target: Gen Z and Millennial audiences

Distribution Priorities:

1. **Week 1-2:** TikTok + Instagram Reels (organic + paid)
2. **Week 2-3:** YouTube Shorts + Facebook Stories
3. **Week 3-4:** Retargeting campaigns based on top performers
4. **Ongoing:** A/B testing and optimization

■ A/B TESTING RECOMMENDATIONS

Test multiple variations to optimize campaign performance:

Hook Variations (Test First 3 Seconds):

- Version A: Problem-focused ('Tired of X?')
- Version B: Benefit-focused ('Get X in Y seconds')
- Version C: Curiosity-based ('The secret to X')

Call-to-Action Variations:

- Direct: 'Visit us today at [location]'
- Offer-based: 'Get 20% off your first order'

- Social proof: 'Join 10,000+ happy customers'

Visual Style Tests:

- Fast-paced cuts vs. smooth transitions
- With text overlays vs. clean visuals only
- Different music/sound styles

Targeting Segments:

- Age groups: 18-24, 25-34, 35-44, 45+
- Interests: Food lovers, health-conscious, convenience-seekers
- Geographic: Providence metro area, surrounding suburbs, tourists

Success Metrics to Track:

- View-through rate (target: >50% for 15s video)
- Click-through rate (target: >2%)
- Cost per click (benchmark against industry avg)
- Conversion rate (track to purchase/visit)
- Engagement rate (likes, comments, shares)

■ CAMPAIGN BUDGET ALLOCATION

Recommended Spend Distribution:

Platform Testing Phase (Week 1-2): \$500-1,000

- TikTok Ads: 40% (\$200-400)
- Instagram Reels: 40% (\$200-400)
- YouTube Shorts: 20% (\$100-200)

Scale Phase (Week 3-4): \$1,500-3,000

- Top performer: 60%
- Second best: 30%
- Experimental: 10%

Total Recommended Campaign Budget: \$2,000-4,000

Expected reach: 50,000-150,000 impressions

Expected engagement: 2,000-8,000 interactions

■ 4-WEEK CAMPAIGN TIMELINE

Week 1: Launch & Test

- Day 1-2: Deploy all video assets to platforms
- Day 3-5: Monitor initial performance, adjust targeting
- Day 6-7: Analyze data, identify top performers

Week 2: Optimize

- Day 8-10: Launch A/B tests on top platforms
- Day 11-12: Scale budget to winning variations
- Day 13-14: Create retargeting audiences

Week 3: Scale

- Day 15-17: Increase spend on proven winners
- Day 18-19: Launch lookalike audiences
- Day 20-21: Test new geographic markets

Week 4: Maximize & Analyze

- Day 22-25: Push for maximum reach
- Day 26-27: Collect final performance data
- Day 28: Complete campaign analysis report

STORYBOARD & VISUAL CONCEPTS

5 Visual Frames Generated:

Frame 1 - 0-5s

Concept: Slow-motion shot of a barista expertly pouring latte art – a delicate fern – into a steaming cup of coffee. Sunlight streams through the large windows of a downtown Providence coffee shop, casting a warm glow.

Frame 2 - 5-10s

Concept: Quick cuts: A frustrated person frowning at a weak, watery coffee. Another person looking stressed and rushed, checking their watch.

Frame 3 - 10-15s

Concept: Wide shot of the interior of the coffee shop – cozy armchairs, local art on the walls, people chatting and laughing. Focus on a close-up of ethically sourced coffee beans being ground.

Frame 4 - 15-22s

Concept: Montage of happy customers: a student studying, a couple laughing, a businessperson working on a laptop. Focus on a customer smiling genuinely as they take a sip of their coffee.

Frame 5 - 22-30s

Concept: The Daily Grind logo appears on screen with the address (e.g., 123 Main Street, Providence). A map pin drops onto the location.

PRODUCTION BUDGET & RESOURCES

Total Estimated Budget: \$11,787.5

Budget Level: MEDIUM

Category	Amount
Talent	\$2,000
Crew	\$3,500
Equipment	\$1,500
Locations	\$1,000
Props Wardrobe	\$200
Food Craft	\$300
Post Production	\$1,500
Contingency	\$1,785

Talent Costs:

- Barista - Expert Latte Artist: \$500 (1 day)
- Frustrated Coffee Drinker: \$300 (1 day)
- Happy Coffee Drinker (Couple): \$1,200 (2 day)

Crew Costs:

- Director: \$1,200 (1 day)
- Director of Photography: \$1,000 (1 day)
- Sound Recordist: \$600 (1 day)
- Gaffer: \$700 (1 day)

Equipment Rental:

- Camera Package - Sony A7S III with lenses (24-70mm, 50mm): \$750
- Lighting Package - Aputure 300d with softbox, reflectors: \$450
- Sound Package - Zoom H6 recorder, shotgun mic, lavalier mic: \$300

Location & Permit Costs:

- The Daily Grind Coffee Shop (Downtown Providence) (rental): \$1,000

Post-Production:

- Editing: \$1,000 (20 hrs @ \$50/hr)
- Color Correction: \$250 (5 hrs @ \$50/hr)
- Sound Mixing: \$250 (5 hrs @ \$50/hr)

Production Assumptions:

- 4 non-union actors, full-day shoot

- 5-person crew (DP, sound, gaffer, director)
- Single location, some lighting needed
- 1-day shoot, 8-10 hours

Production Schedule:

Day 1: Shoot day - setup, filming, wrap (8-10 hours)

Day 2: Post-production editing, color correction, sound mixing (8-10 hours)

■ Budget Optimization Tips:

- Negotiate location fees with the coffee shop
- Use existing coffee shop staff as extras

POTENTIAL FILMING LOCATIONS

1. Downtown

Address: Providence, RI

Rating: N/A | Contact for pricing

STRATEGIC RECOMMENDATIONS

GENERATED ASSETS & OUTPUTS

■ Final Video Assembly:

File: N/A

NEXT STEPS & ACTION ITEMS

Immediate Actions (This Week):

1. Review and approve campaign strategy and creative direction
2. Set up platform advertising accounts (TikTok Ads, Meta Business)
3. Define campaign budget and duration
4. Prepare tracking pixels and conversion events

Production Phase (Week 1-2):

5. Generate VEO 3 short-form viral video (15s)
6. Create platform-specific variations if needed
7. Set up A/B test framework and tracking
8. Prepare social media calendar

Launch Phase (Week 2-3):

9. Deploy campaign across all platforms
10. Monitor performance in real-time
11. Adjust targeting and budget allocation
12. Engage with comments and audience

Optimization Phase (Week 3-4):

13. Scale successful variations
14. Test new audiences and creatives
15. Prepare performance report
16. Plan follow-up campaigns

■ Quick Wins:

- Start with TikTok - highest ROI for short-form video
- Use existing customer testimonials in retargeting ads
- Leverage competitor hashtags for discovery
- Post organically before running paid ads to build social proof