

Document Content:

CAMPAIGN BRIEF: "Midnight Brew" Product Launch

Brand: Aurora Coffee Co. Target Audience: Remote tech professionals, ages 25–40, living in urban areas.

Core Message: "The only fuel for 2 AM deployments."

Actionable Data Points:

- **Launch Date:** February 1st, 2026.
- **Primary Channel:** Instagram & LinkedIn.
- **Budget:** \$50,000 for the first month.
- **Goal:** 5,000 subscriptions.

Creative Requirements:

- High-contrast, dark-mode aesthetic.
- Must feature a steaming mug and a code editor in the background.
- Call to Action (CTA): "Subscribe & Save 20%".

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