

## Driftwood Coffee Co.

Grand Opening Campaign

**AICMO**

Marketing Intelligence

### CAMPAIGN OVERVIEW

Grand Opening Campaign | 90 days

## Objectives

<p><strong>Primary:</strong> Drive awareness and increase foot traffic by 30%</p><p><strong>Secondary:</strong> Build social media following to 5000 followers</p>

## Core Campaign Idea

<p><strong>Big Idea:</strong> Community Coffee Connection - Where neighbors become friends over great coffee</p>

## Competitive Landscape

Competitor Position		Key Message	Channels
Starbucks	Market leader	Third place experience	All channels, mobile app focus
Local Cafe	Neighborhood favorite	Artisan quality, local ingredients	Instagram, Local events
Dunkin	Value leader	Fast, affordable, reliable	TV, Social, Mobile

## Channel Strategy

<ul><li><strong>Instagram:</strong> Primary channel for visuals and storytelling</li><li><strong>TikTok:</strong> Behind-the-scenes and process videos</li><li><strong>Local Events:</strong> Pop-ups and community gatherings</li><li><strong>Email:</strong> Weekly newsletter for loyal customers</li></ul>

## Audience Segments

<p><strong>Primary:</strong> Young professionals 25-35, value quality and experience</p><p><strong>Secondary:</strong> Local residents 35-50, support local businesses</p>

## Key Personas

### Coffee Enthusiast Emma

**Role:** Marketing Manager

**Goals:** Find unique coffee spots for work and meetings

**Challenges:** Limited time, wants convenient yet special experience

### Local Resident Robert

**Role:** Teacher

**Goals:** Support local businesses, find community spaces

**Challenges:** Budget-conscious, values consistency

## ROI Model

Metric	Q1	Q2	Q3	Q4
Estimated Reach	10K	25K	50K	100K
Engagement Rate	2%	3%	4%	5%
Conversion Rate	0.5%	0.8%	1.2%	1.5%

## Creative Direction

<p>Warm, authentic, community-focused visuals. Emphasis on human connection and craft. Natural lighting and candid moments.</p>

## Brand Visual Identity

### Color Palette



**Typography:** Modern serif for headlines, clean sans-serif for body

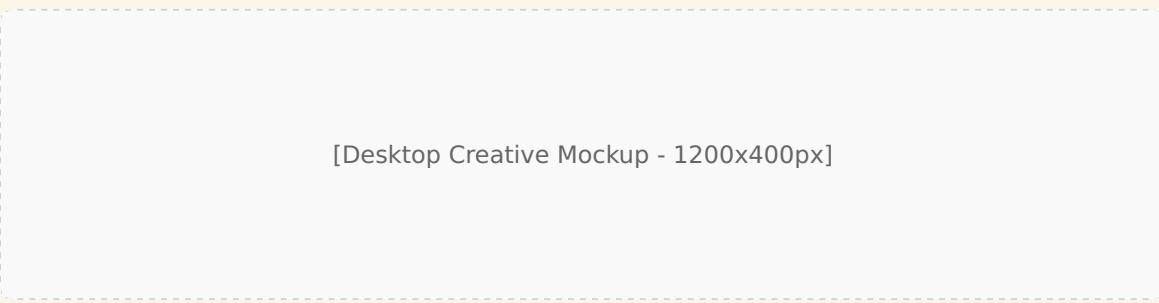
**Tone & Voice:** Friendly, knowledgeable, approachable

**Visual Elements:** Wood textures, warm tones, steam and coffee art closeups

## Creative Mockups

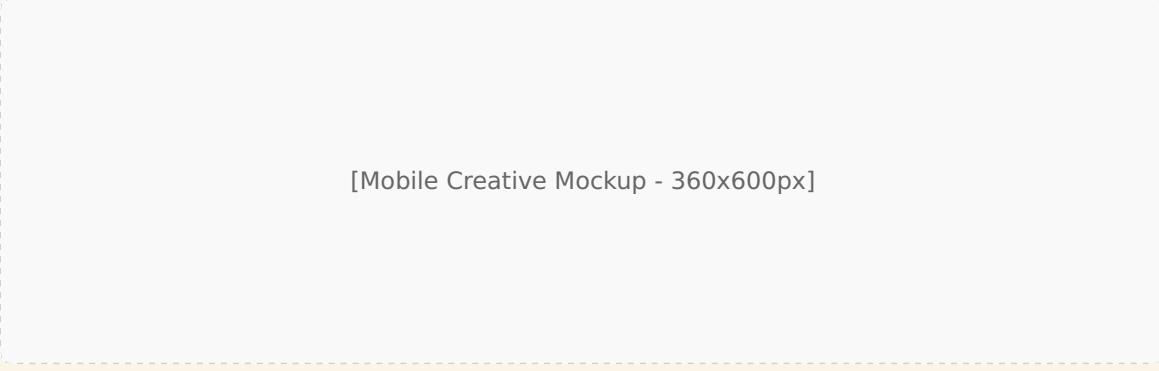
### Desktop Advertisement

[Desktop Creative Mockup - 1200x400px]

A large, empty rectangular box with a dashed border, representing a placeholder for a desktop creative mockup.

### Mobile Advertisement

[Mobile Creative Mockup - 360x600px]

A large, empty rectangular box with a dashed border, representing a placeholder for a mobile creative mockup.

## Performance Projections

[Reach & Engagement Chart]

[Budget Allocation Breakdown]

## 30-Day Campaign Calendar

Week	Focus	Key Activities
1-2	Awareness	Teaser posts, behind-the-scenes
3-4	Launch	Grand opening announcement, special offers
5-8	Engagement	Customer stories, community events

## KPIs & Budget Allocation

**Budget:** 000/month (Social ads 000, Events 500, Content creation 500)  
**KPIs:** 30% foot traffic increase, 5000 social followers, 3% engagement rate

## Execution Roadmap

<p><strong>Phase 1:</strong> Setup (Week 1-2) - Brand assets, content calendar, partnerships</p><strong>Phase 2:</strong> Launch (Week 3-4) - Grand opening, influencer events, paid ads</p><strong>Phase 3:</strong> Sustain (Week 5-12) - Regular posting, community engagement, optimize based on data</p>

## Campaign Summary

<p>Execute consistently across all channels. Focus on building authentic community connections. Monitor metrics weekly and adjust tactics based on performance data.</p>