

Driftwood Coffee Co.

Grand Opening Campaign

AICMO

Marketing Intelligence

CAMPAIGN OVERVIEW

Grand Opening Campaign | 90 days

Objectives

<p>Drive awareness and increase foot traffic by 30%</p>

Core Campaign Idea

<p><strong>Big Idea:</strong> Community Coffee Connection</p>

Competitive Landscape

Competitor	Position	Key Message	Channels
Starbucks	Market leader	Third place	All channels
Local Cafe	Neighborhood favorite	Artisan quality	Instagram, Local events

Channel Strategy

<ul><li>Instagram Stories</li><li>TikTok</li><li>Local Events</li></ul>

Audience Segments

<p>Primary: Young professionals 25-35</p>

## Key Personas

**Coffee Enthusiast Emma**

**Role:** Marketing Manager  
**Goals:** Find unique coffee spots  
**Challenges:** Limited time

## ROI Model

Metric	Q1	Q2	Q3	Q4
Estimated Reach	10K	25K	50K	100K
Engagement Rate	2%	3%	4%	5%

## Creative Direction

<p>Warm, authentic, community-focused visuals</p>

## Brand Visual Identity

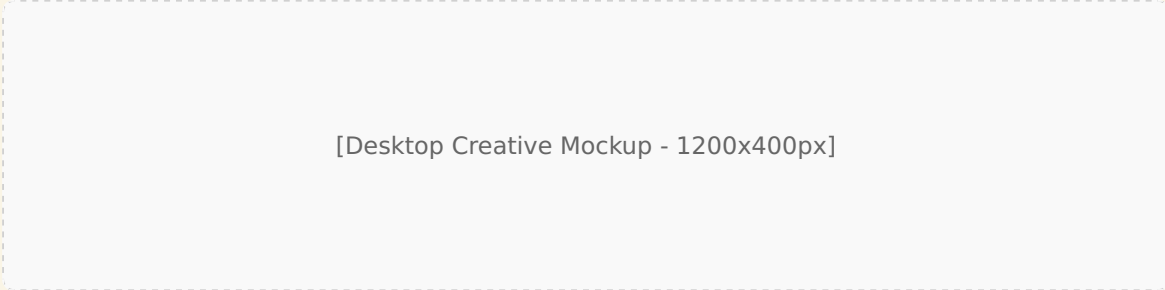
**Color Palette**



**Typography:** Modern serif + clean sans-serif  
**Tone & Voice:** Friendly, knowledgeable, approachable

Creative Mockups

Desktop Advertisement



[Desktop Creative Mockup - 1200x400px]

Mobile Advertisement



[Mobile Creative Mockup - 360x600px]

Performance Projections

[Reach & Engagement Chart]

[Budget Allocation Breakdown]

30-Day Campaign Calendar

<table><tr><th>Week</th><th>Focus</th></tr><tr><td>1</td><td>Awareness</td></tr></table>

KPIs & Budget Allocation

<p>Budget: 000/month | KPI: 30% foot traffic increase</p>

Execution Roadmap

<p>Phase 1: Setup (Week 1-2) | Phase 2: Launch (Week 3-4)</p>

Campaign Summary

<p>Execute consistently across all channels</p>

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