

Driftwood Coffee Co.

Grand Opening Campaign

AICMO

Marketing Intelligence

CAMPAIGN OVERVIEW

Grand Opening Campaign | 90 days

Objectives

Primary: Drive awareness and increase foot traffic by 30%

Secondary: Build social media following to 5000 followers

Core Campaign Idea

Big Idea: Community Coffee Connection - Where neighbors become friends over great coffee

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

- Instagram:** Primary channel for visuals and storytelling
- TikTok:** Behind-the-scenes and process videos
- Local Events:** Pop-ups and community gatherings
- Email:** Weekly newsletter for loyal customers

Audience Segments

Primary: Young professionals 25-35, value quality and experience

Secondary: Local residents 35-50, support local businesses

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

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

Brand Visual Identity

Color Palette



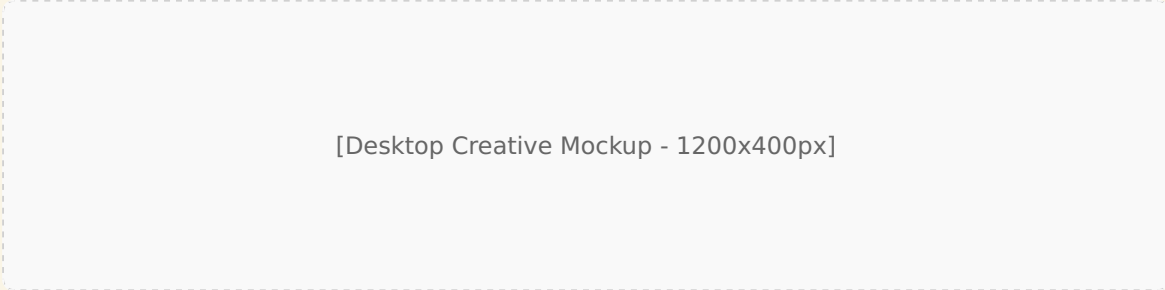
Typography: Modern serif for headlines, clean sans-serif for body

Tone & Voice: Friendly, knowledgeable, approachable

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

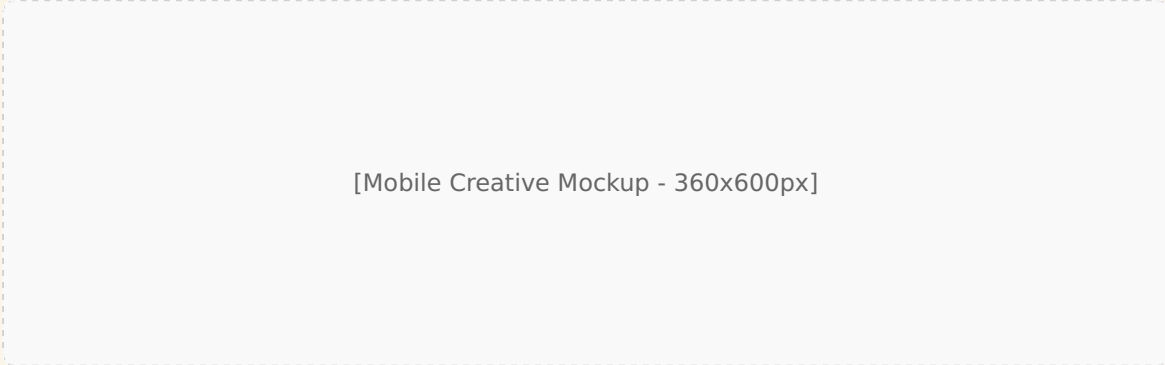
Creative Mockups

Desktop Advertisement



[Desktop Creative Mockup - 1200x400px]

Mobile Advertisement



[Mobile Creative Mockup - 360x600px]

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

Phase 1: Setup (Week 1-2) - Brand assets, content calendar, partnerships

Phase 2: Launch (Week 3-4) - Grand opening, influencer events, paid ads

Phase 3: Sustain (Week 5-12) - Regular posting, community engagement, optimize based on data

Campaign Summary

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