

## Driftwood Coffee Co.

Social Media Launch

**AICMO**

Marketing Intelligence

### CAMPAIGN OVERVIEW

Campaign Title

## Objectives

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

## Core Campaign Idea

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

## Channel Strategy

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

## Creative Mockups

### Desktop Advertisement

[Desktop Creative Mockup - 1200x400px]

### Mobile Advertisement

[Mobile Creative Mockup - 360x600px]

## Performance Projections

[Reach & Engagement Chart]

[Budget Allocation Breakdown]