

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

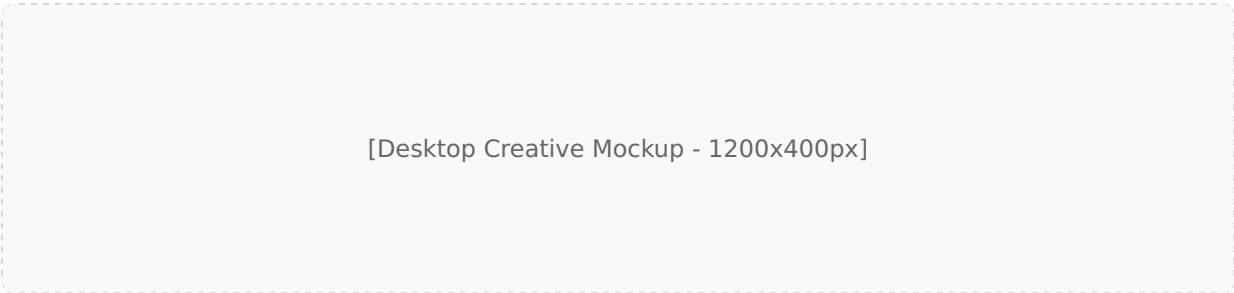
<p>Big Idea: Community Coffee Connection</p>

Channel Strategy

Instagram StoriesTikTokLocal Events

Creative Mockups

Desktop Advertisement



Mobile Advertisement

[Mobile Creative Mockup - 360x600px]

Performance Projections

[Reach & Engagement Chart]

[Budget Allocation Breakdown]