



Company Name: Huckleberry Coffee Roasters

Project Name: Wicker Park Grand Opening

Project Timeline: January 4, 2021, through January 22, 2021

Project Objective: Promote the opening of a new Huckleberry Coffee Roaster shop location within the city.

Project Deliverables: Create a series of advertisements for social media platforms, specifically Instagram and Facebook. Advertisements should contain the Huckleberry Coffee Roaster logo, eye-catching text or imagery, the new shop location's address (1588 N Milwaukee Ave.), and the location's hours (6 AM to 10 PM).

Brand Voice: Refined, Delicious, Bold, Warmth, Wit.

Target audience: Male and female professionals and students who are 20-40 years old. They value art, quality, convenience, and dietary considerations.

Competition: Starbucks, Gaslight Coffee Roasters.