

**Huckleberry
Coffee
Roasters**

Company Name	Huckleberry Coffee Roasters
Company Background	[Cafe, Barista, Coffee Roasters]
Project Name	Wicker Park Grand Opening
Project Overview	<ul style="list-style-type: none">• Promote the opening of a new Huckleberry Coffee Roaster shop location within the city.
Project Timeline	[01/04/2021- 01/22/2021]
Project Channels	Facebook, Instagram
Project Budget	\$20,000
Target Audience	<ul style="list-style-type: none">• Male and female professionals and students between 20-40 years. They value art, quality, convenience, and dietary considerations.
Brand Voice	<ul style="list-style-type: none">• Refined• Delicious• Bold• Warmth• Wit
Campaign Exclusions	<ul style="list-style-type: none">• Avoid large corporations and companies that are apart from deforestation.• Avoid negativity surrounding conservationism.
Risks and Considerations	<ul style="list-style-type: none">• Staying on budget.
Competition	<ul style="list-style-type: none">• Take note of Starbucks and Gaslight Coffee Roasters.

	<ul style="list-style-type: none"> Starbucks seems unphased. Gaslight Coffee Roasters has increased marketing by 30% in 30 days.
Deliverables	<p>Create a series of advertisements for social media platforms (specifically, Instagram and Facebook). Ads 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 a.m. to 10 p.m.).</p>

