

**Huckleberry
Coffee
Roasters**

Creative Brief

Company Name	Huckleberry Coffee Roasters
Company Background	Huckleberry Coffee Roasters is a home away from home for NYC and LA based city-dwellers. We serve delicious hot beverages in cool settings.
Project Name	Wicker Park Grand Opening
Project Overview	Promote the opening of a new Huckleberry Coffee Roaster shop location within the city.
Project Timeline	January 4, 2021 - January 22, 2021
Project Channels	Instagram and Facebook
Project Deliverables	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 a.m. to 10 p.m.).
Project Budget	\$10,000
Target Audience	● Male and female professionals and students between 20-40 years ● They value art, quality, convenience, and dietary considerations
Brand Voice	● Refined ● Delicious ● Bold

	• Warmth • Wit
Risks and Considerations	• Construction or permit delays due to weather or local conditions
Competition	• Starbucks, Gaslight Coffee Roasters • Outreach is taken care of in advance and is consistent through all channels • Control the narrative and connect with target audience on personal level