How do you introduce a new neighbourhood café?

A launch campaign for Awake Coffee Roasters in Dhanmondi.



Put the cup in the first frame.

The social cover turns the takeaway cup into the main image. A compact A works as the profile mark beside it.

ORIGINAL SOCIAL COVER AND PROFILE MARK

Social Media Cover & Dp

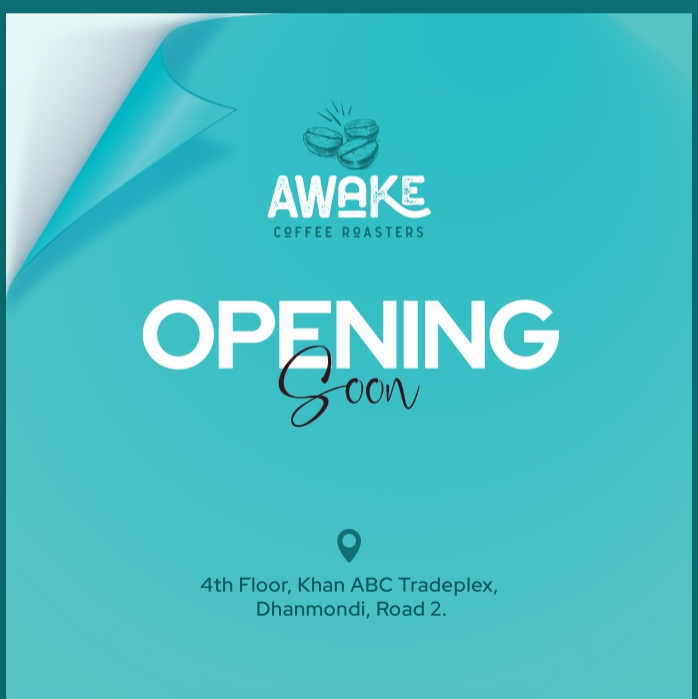


Make the opening feel close.

The first post keeps the message short. A curling paper corner lifts the turquoise field above the café's location.

ORIGINAL OPENING-SOON CREATIVE

Opening Key Visuals



Make the next message unmistakable.

The second post switches to pale teal and puts the opening status in bold type. The logo and address hold their places across both posts.



ORIGINAL OPENING-DAY CREATIVE

Give the campaign three stages.

The plan starts by building awareness, then invites people to interact and gives them a reason to come back.

ORIGINAL CAMPAIGN PLAN · PRESENCE, ENGAGEMENT AND RETENTION



Carry the opening into a campaign.

The cup, profile mark and launch posts give the café a consistent introduction. The campaign plan gives the launch a sequence to follow.

SOCIAL CREATIVE AND LAUNCH PLANNING

Connect the unconnected.



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Let's get connected!

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