

CREATIVE BRIEF

Winter menu launch for Acme Coffee

Client	Acme Coffee
Brief owner	Maria Lopez, Owner
Date	6 October 2026

1. Background

Acme launches a winter menu on 1 December. Last year's launch relied on a chalkboard and Instagram, and most regulars found out late.

2. Objective

300 winter drink orders through the website in December.

3. Audience

Regulars within 2 km who already order online, plus office workers in the harbour area.

4. Key message

Winter is here: order your seasonal drink ahead and skip the queue.

5. Tone

Warm, local, playful. Not discount-led.

6. Mandatories

Acme logo, the order link, allergen note on every drink image.

7. Budget

€2,000 including design and printing.

8. Timeline

Concepts 27 Oct, feedback 30 Oct, final files 14 Nov.

9. Approval

Maria Lopez.

Deliverables

Deliverable	Size / format	Due
Instagram posts x6	1080 x 1350 PNG	14 Nov
Counter poster	A2 print PDF	14 Nov
Website banner	1600 x 600 PNG	14 Nov

