

Thompson rivers University

Assignment 03: PR Campaign

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Social media posts

Platforms: Instagram, Facebook, and TikTok, targeting young professionals, students, and eco-conscious coffee enthusiasts.

Launch Post: Feature a new seasonal specialty drink, including locally sourced ingredients with vibrant visuals and a "crafted with love" tagline.

Hashtags: #5BeanMoments #LocalLove #KamloopsCoffee

Event Teaser: Create a countdown to a coffee-tasting workshop. Attach an engaging reel of the baristas preparing signature drinks.

Call-to-Action: "Reserve your spot today!"

Customer Feature: Create a carousel of customers and their favorite drinks and stories at 5Bean. Interactive Element: Encourage to tag themselves for a possibility of featuring.

Eco-Focus Post: Showcase the sustainable way of doing things, such as biodegradable cups or sourcing from local suppliers. Infographic: "Every cup of coffee helps our planet!"

Promotion Post: Notify about a loyalty program supported with a promotional graphic. Tagline: "Sip, Earn, Repeat!"

A stack of newspapers is shown in a close-up, slightly blurred perspective. The top newspaper has a large, bold, black text overlay. The text reads: "Press Releases Event Announcement: A certain coffee-tasting workshop." The background shows the edges of many newspapers, with some text like "SPRINGMAN" and "Kwada" visible on the pages.

Press Releases Event Announcement: A certain coffee-tasting workshop.

Headline: "Find Your Perfect Brew at 5Bean's Coffee-Tasting Workshop"

Details: Date, location, and how the workshop showcases the café's commitment to quality and local culture.

Introducing Loyalty Program: Mention the benefits and exclusivity of the program.

Headline: "5Bean Brewbar & Café Rewards Loyal Coffee Lovers"

Details: Mention special discounts, easy-to-use app, and free drinks on milestones.



Event Plan Coffee Tasting Workshop

Date & Time: Saturday, 2 PM–5 PM

Location: Sahali Location, 900-1210 Summit Dr

Activities: Guided tasting by expert baristas, a mini-session on brewing methods, and Q&A with local coffee suppliers.

Promotion: Early-bird tickets discounted for loyalty members.

A professional video camera is mounted on a tripod in the foreground, partially obscured by a glowing ring light. The background is a softly lit room, likely a cafe or office, with a computer monitor and a desk lamp visible. The overall atmosphere is warm and focused on video production.

Video Content

Concept: A 60-second "Day in the Life at 5Bean" showcasing the atmosphere of the café, the customer experiences, and the craft of baristas.

Platform: Instagram Reels, TikTok, and YouTube Shorts.
Call-to-Action: "Visit us to create your own #5BeanStory!"

Other PR Activities

Community Involvement: Co-host a co-working day with other local entrepreneurs and freelancers to showcase the café as a productive space.

User-Generated Content Campaign: Encourage customers to share their #5BeanBreak moments for a chance to win monthly perks.

Implementation Plan

Timeline:

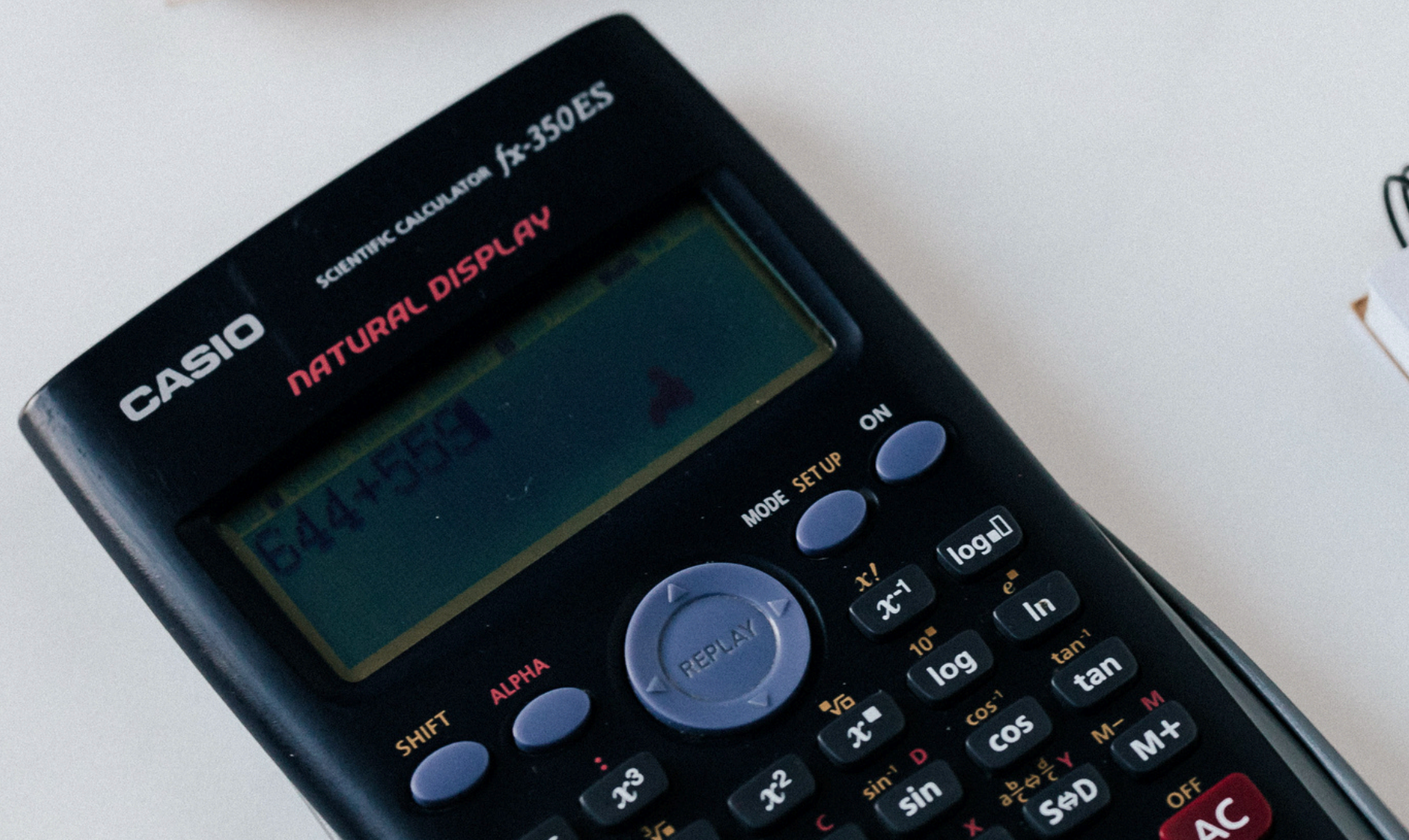
Week 1: Create and finalize social media calendar and press releases.

Week 2: Social media posts go live; workshop sign-ups begin.

Week 3: Video content goes live; UGC campaign promotion.

Week 4: Coffee-tasting workshop.

Resources Needed: Graphic designer, social media manager, videographer, event coordinator.



Reporting and Evaluation

Metrics:

Social Media: Engagement rate (likes, comments, shares), follower growth.

Events: Attendance numbers, post-event surveys.

Loyalty Program: Sign-ups within the first month.

Evaluation Tools: Google Analytics, social media insights, and customer feedback forms.

This integrated PR campaign uses creative storytelling and strategic planning to help 5Bean Brewbar & Cafe reach its goals of increasing visibility, community connection, and loyal customers.

references

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Thank You

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