

Campaign Idea

As a team, we would like to make Opus more interactive when it comes to social media content. Focusing on the reels a bit more, tasting coffee is what our campaign would mostly be about. For example, one employee from Opus will go up to the cashier at Opus and say something like, “What is the most interesting order you’ve gotten today?” Or “I’m studying for a big exam today, what can you make me?” Then they’ll make it and try it, and this will be posted to all social accounts. Branching off of that, an Opus employee could go up to customers with a mini mic and ask them what their order is. They will make it and try it, and there will be an Instagram Reel made out of it. Posting content like this will increase activity on all socials, but Instagram and TikTok specifically.

We believe this campaign idea would be extremely effective in continuing to sustain the community of customers at Opus. It brings a sense of life into Opus and establishes a connection between the customers and the employees. It also achieves our goal of making Opus’ social media content more interactive, as it allows customers to be active participants in the brand they invest so much of their time and money in. It also differentiates Opus’ social media content from that of other competitors, who do not involve their customers in their social media content.

Goals and Objectives

Our overarching goal for this campaign is to grow Opus Coffee’s TikTok following by emphasizing its personality-driven connection with the community. We want to build a sense of community between customers and baristas, making the brand stand out as a friendly, funny coffee shop.

Opus already makes content featuring their baristas, such as the Star Barista story posts on Instagram and fun, trendy videos on Instagram and TikTok; however, most of the content is done with trending audios, so the baristas don't speak in them. Since our initial overarching goal is to create a community-oriented environment through TikTok, we want them to share their opinions and display a lively personality.

We will be measuring the success of this campaign by analyzing changes in follower count as we hope to increase it. We will also be taking a look at the metrics of each post, including the views, likes, and the number of comments, to examine if these videos are receiving more engagement than others and which ones are doing best. We will also be measuring success by taking a look at the sentiment based on comments.

Our first goal is to complete these objectives to grow Opus Coffee's TikTok following by posting videos where baristas speak on camera, share opinions, and show their personalities. Through this content, we aim to increase follower count by 25% and average 15% higher engagement (likes, comments, and shares) compared to the current baseline. We hope to meet these metrics within 12 weeks of launching the campaign.

Our second goal is to boost community interaction by increasing comments and positive sentiment. Encouraging viewers to interact with baristas by creating TikToks that prompt conversation (opinions, "ask a barista," and behind-the-counter moments). We plan to increase average comments per video by 30% and maintain at least 80% positive sentiment through friendly and supportive comments. This goal will be achieved by building upon Opus's existing Star Barista content, which directly aligns with building a community and making Opus feel

welcoming rather than intimidating. This goal should be reached within 10 weeks of the campaign launch.

Audience

Opus Coffee has a specific age group (young adult college student/young working adult ages 18-29) in Gainesville, Florida. This target demographic uses social media at the highest rate in the United States (Pew Research Center, 2025), which makes them more responsive to interactive and video-based content.

Due to its close proximity to the University of Florida and UF Health, Opus Coffee is strategically located for both college students and young healthcare professionals.

The 18–29 age category includes the majority of younger Millennials and Gen Z. As a demographic, they are very active users of TikTok and Instagram, two platforms with a very high short-form content consumption rate. According to a Statista survey in 2026, 68% of Gen Z consumers reported drinking coffee.

This campaign targets the residents of Gainesville, particularly the University of Florida students and employees of UF Health. Opus Coffee began as a tenant at UF Shands and then moved to a number of sites adjacent to the campus and healthcare offices. Thus, Opus is more likely to be part of a customer's daily routine rather than a one-time visit.

The Opus Coffee social media audit identified four audience groups (Bernstein et al., 2026) within a sample of 159 online mentions and comments from users. These audience groups are the most active and prominent: students at the University of Florida, UF Health staff, entrepreneurs located in Gainesville, and the general population living in Gainesville.

Staff at UF Health reported that they find Opus to be a convenient place to get a cup of coffee when their shifts are long and tiring. Local professionals consider it a good place to have informal meetings.

The audit noted references to studying and productivity and mentions of drinks like lattes and Nitro Cold Brews. This behavior shows that customers participate in or consider Opus as part of their academic or work routines.

Many students have indicated that Opus Coffee is an area for students to study in, or a location to spend time with friends. The vast majority (94%) of comments made regarding Opus Coffee were very positive. Therefore, as a whole, the customer base of Opus Coffee has had an extremely high degree of satisfaction with their purchases.

The social media campaign will be posted on Opus Coffee's TikTok and Instagram pages. This campaign will target the existing audience that already goes to Opus: Generation Z students at the University of Florida and Santa Fe College. The target audience also includes a new-to-Opus segment within the same Gen-Z student demographic. Since Gen-Z uses social media to discover new products and places, this campaign will aim to reach new customers discovering coffee shops on TikTok and Instagram (Schaefer, 2025).

TikTok is the most important platform for students for food and drink discovery (Schaefer, 2025). It is the most important since 18-24 year olds engage most with #FoodTok, which is the age range of the campaign's target audience (Extreme, 2025). To add, 55% of users say TikTok helps them discover new things, including food and drinks (Extreme, 2025).

Sprout Social reports that 89% of Gen-Z social media users are on Instagram, which shows that it is one of the most used platforms for the campaign's target audience (Schaefer,

2025). The campaign will post the same videos on both TikTok and Instagram Reels since Instagram is used by Gen-Z students to follow brands and discover products (Schaefer, 2025).

According to Sprout Social, Gen-Z students are active on social media throughout the day, but engagement is higher in late morning, the afternoon, and the evening (Sprout Social, 2025). Instagram engagement is highest around 10 am and 6 pm, while TikTok is most active in the evening from 5 pm to 9 pm (Sprout Social, 2025).

The target audience of our campaign engages with Opus Coffee's short-form video content, especially funny, trendy, and relatable student content on Reels and TikTok. If our target audience isn't engaging with our organization, they're engaging with other food and drink content on Instagram and TikTok, like cafe reviews, viral drink trends, and menu hacks or secret menu items. They are engaging with #TikTokMadeMeTryIt content and #FoodTok content that influences what they drink and eat (Extreme, 2025).

The tone that works best for the campaign's target audience is authentic, casual, funny, and trendy to avoid the content from feeling like an advertisement trying to sell them something (NIQ, 2025). TikTok content that uses real people and their reactions is more engaging for this target audience than traditional ads (Extreme, 2025).

References

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