

Luxury Coffee

Brand: Social Media

Campaign



Nescafé Dark Choco Mocha

Instagram Campaign Copy

For all the chocolate lovers and passionate coffee enthusiasts who struggle to choose between them, 🙋 here's some amazing news that can make your hearts go irresistibly delighted.

Nescafé has launched its new flavour 'Dark Choco Mocha', a decadent blend of rich dark chocolate and the creamiest coffee mocha that promises a cup full of delicious indulgence. ☕

A tasteful fusion of the exotic taste of dark chocolate 🍫 and the exuberant kick of coffee, this brew is surely a must-try for those sweet cravings 😊 and rainy evenings! ☁️

It comes with a rich outburst of layered, lingering flavours that are guaranteed to surprise your taste buds, for all the right reasons.

Be the first to try the ‘Dark Choco Mocha’ Nescafé flavour! And don’t forget to share your cherished coffee moments using the hashtag ‘#Choco-mocha-*aur-maine-socha*’ with us at www.ilovenescafe.com ❤️ because Dark Choco Mocha madness is real and tastes lip-smackingly unforgettable.

PRODUCT	FEATURES	BENEFITS
Nescafé Dark Choco Mocha	Rich Chocolate Flavour	Blends deep dark chocolate notes with the exuberant taste and punch of coffee, offering you a unique, delectable, and comforting mocha drink.

	Smooth and Creamy Texture	Prepared with a rich, creamy base for a smooth, indulgent drinking experience and a cuppa full of luxurious taste.
	Convenient Instant Mix	This can be easily made by adding hot water or milk and requires no elaborate method of preparation, serving you a quick and convenient brew in just a few minutes.

	Balanced Sweetness	Nescafé Dark Choco Mocha has a perfectly balanced taste that complements the richness of dark chocolate, without making it overly sweet.
	Boost of Antioxidants	The cocoa and caffeine provide a boost of energy and antioxidants to revitalise your senses, during the hustle of a busy morning, or to serve as a fuelling afternoon pick-me-up.

	Versatile Enjoyment	You can drink it as you like, steaming hot or iced and cold, making it a versatile, go-to drink for any weather or mood. It is your favourite choice, anywhere, anytime.
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#NescaféDarkChocoMocha

#MochaMoments

#NescaféIndulgence

#CoffeeWithChocolate

#ChocoMochaCravings

#DarkChocoDelight

#NescaféLovers

#SipOfHappiness

Photo by Anita Austvika on Unsplash

Creative Brand Concept and Copywriting Sample

Creative Intent

Target Audience:

Young adults and coffee/chocolate enthusiasts seeking indulgent, café-style experiences from the comfort of their home.

Tone:

Warm, luxurious, comforting, sensorial, and uplifting.

Objective:

To position Nescafé Dark Choco Mocha as a premium, enjoyable, and must-try beverage, infusing the richness of dark chocolate with the robust kick of coffee.