



Content Design

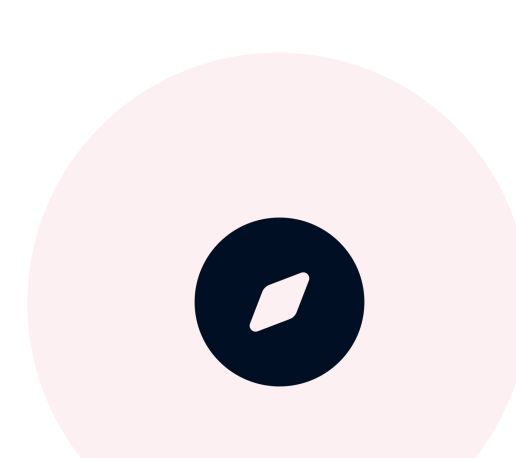
# Nescafe Marketing Campaign

Aleena Shahid

## Problem Statement

Nescafé wanted to reposition itself as more than just a 'morning caffeine fix'...they needed a cultural reset to connect emotionally with younger audiences.

## My Process



Discover



Define

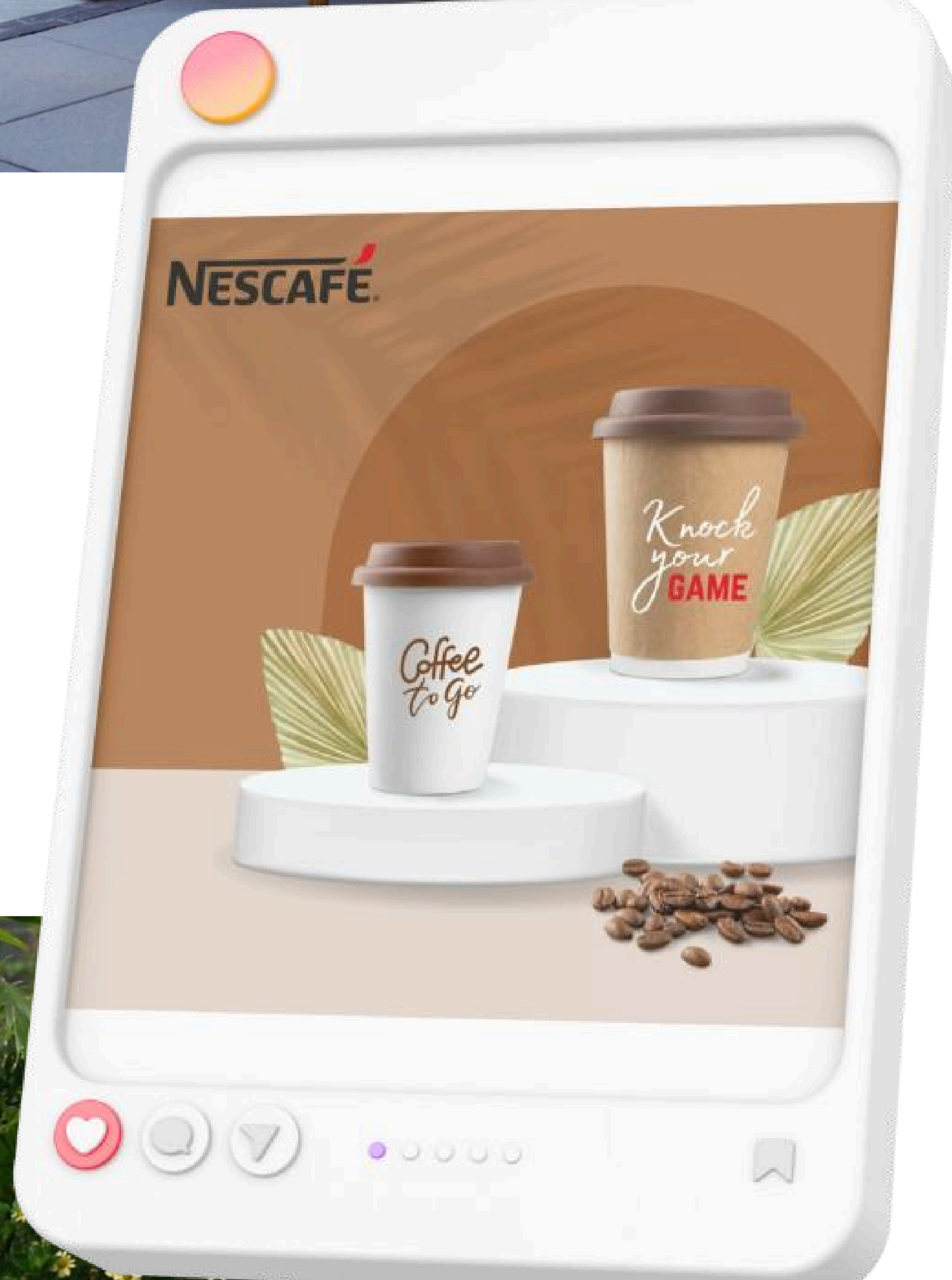
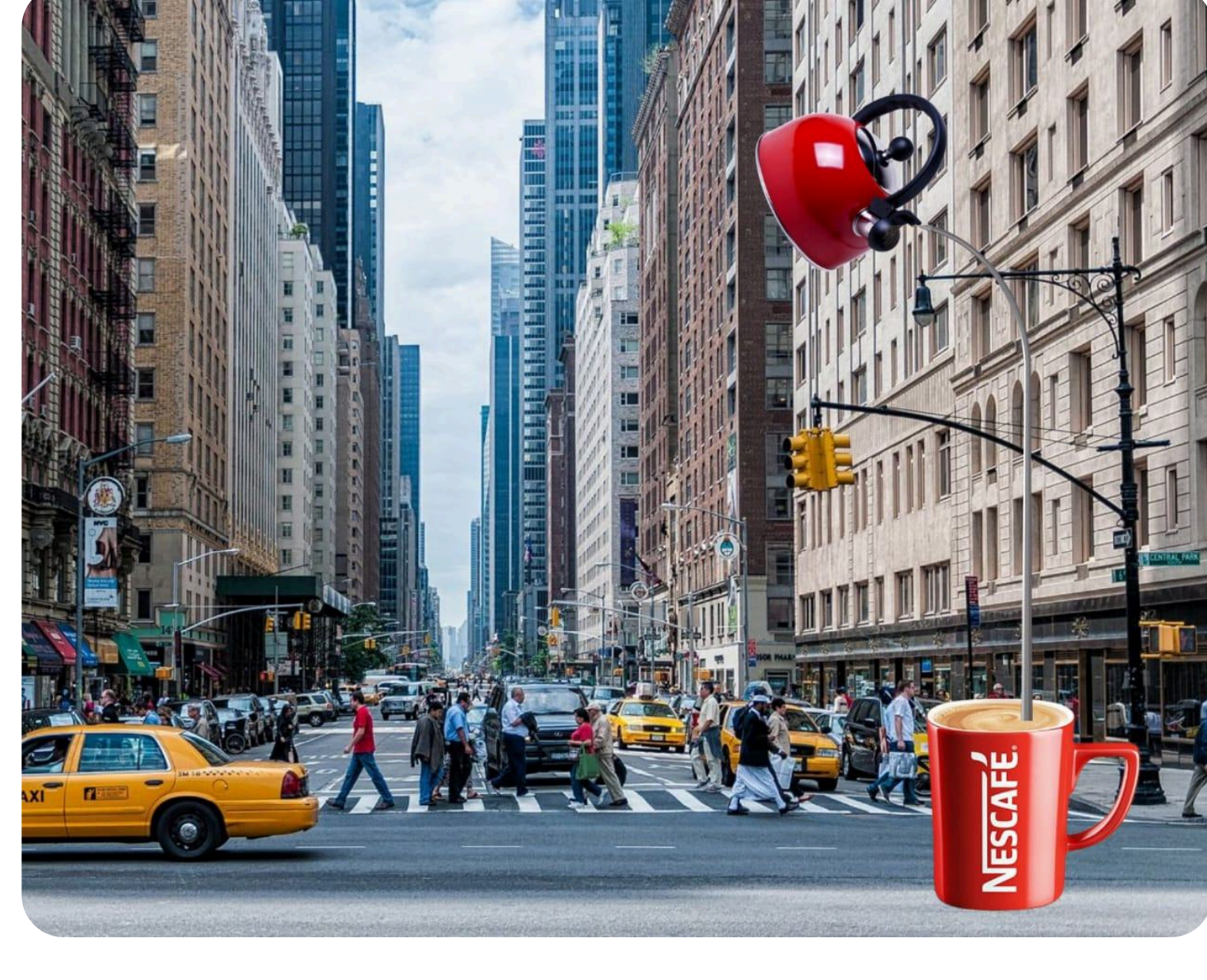
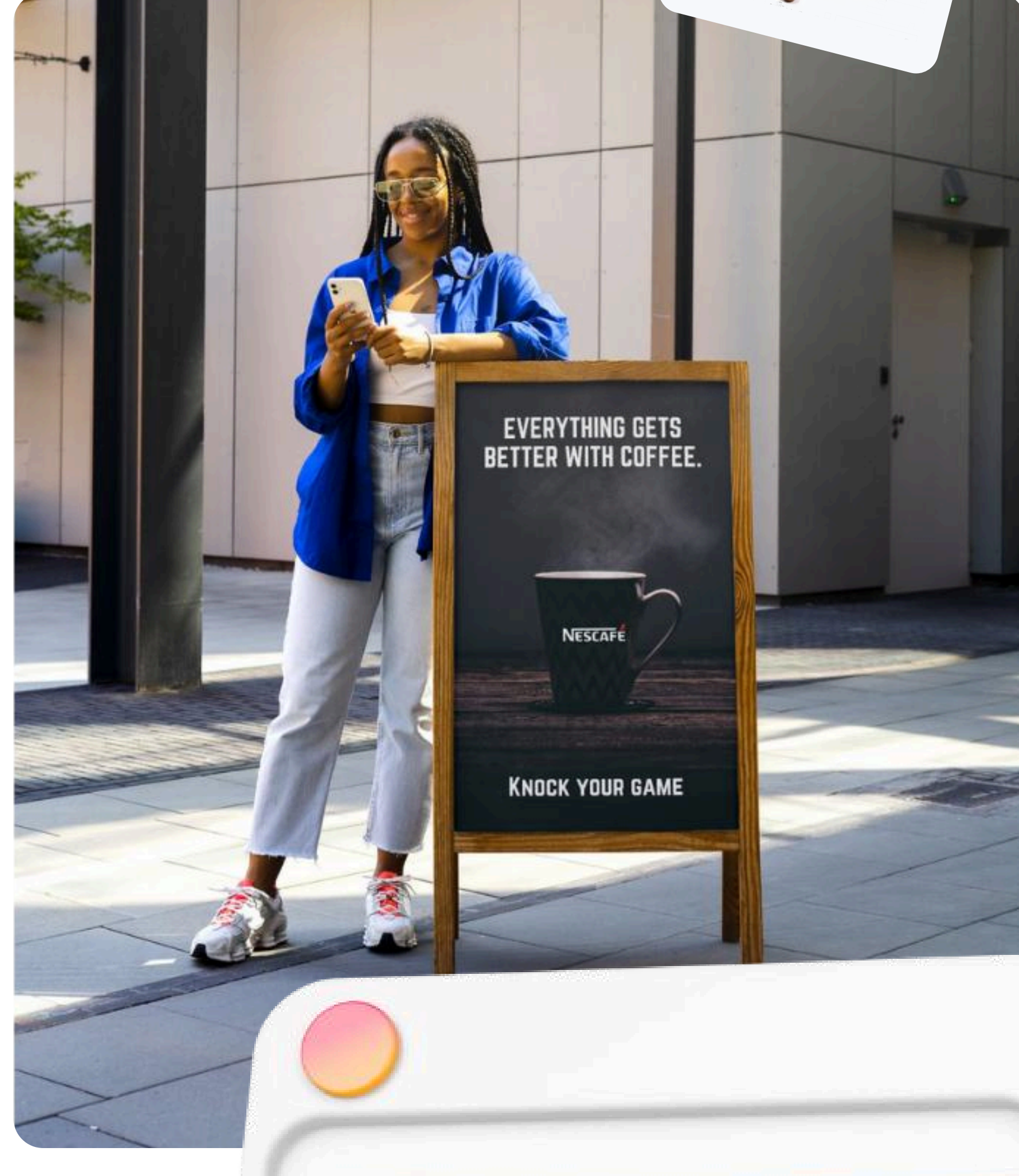
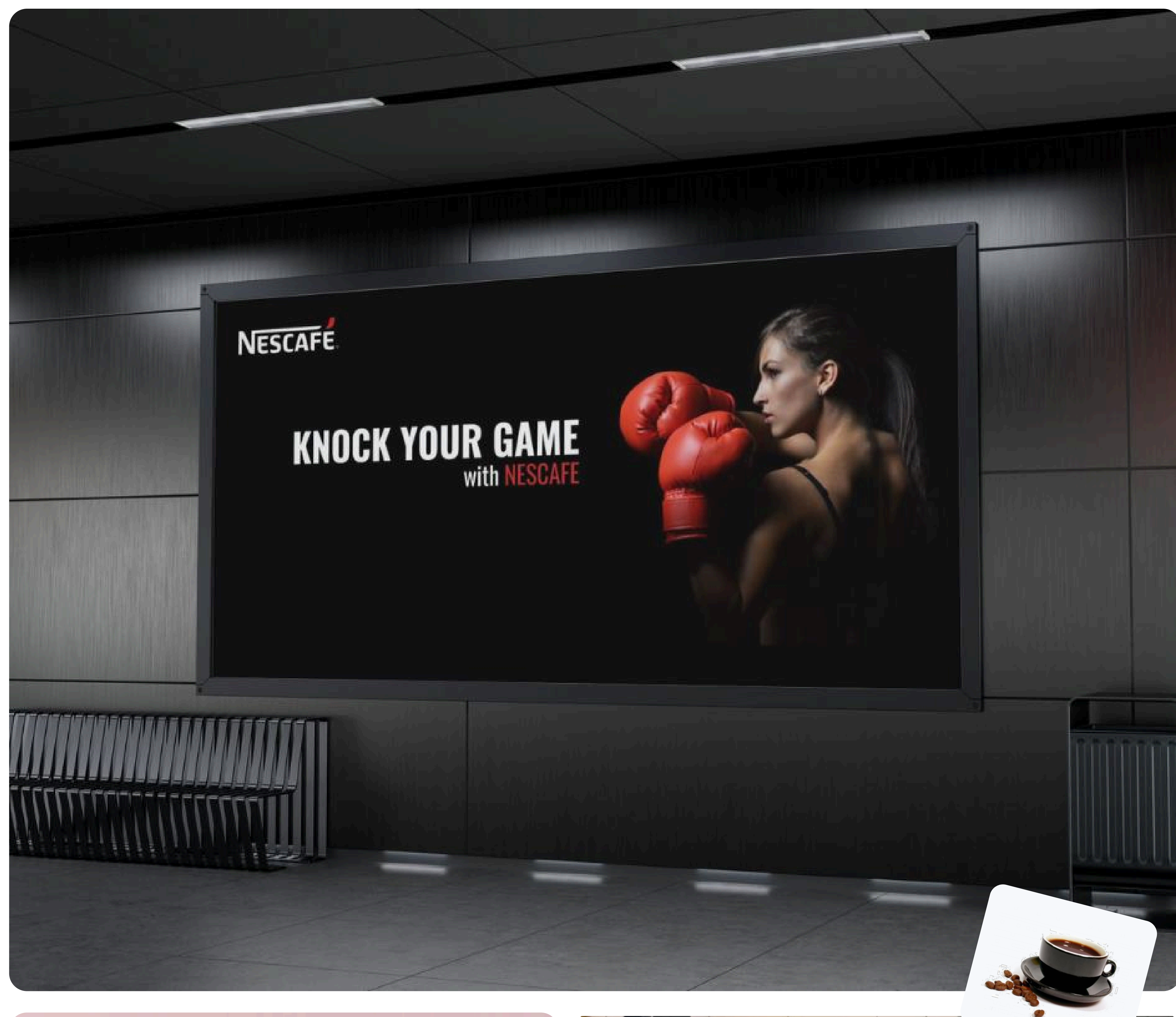


Ideate



Create

## Content Design



If you made it this far, you  
officially deserve a coffee.

Is content creation draining  
your time and energy?

Let me take content off your plate. You'll get consistent,  
on-brand posts without the burnout.

Book a 1:1  
discovery



Browse  
Portfolio

