Haksoss Café – Client Campaign Proposal

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Campaign Title: *"Wake Up with Luxury" – Morning Experience Campaign*
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📷 1. Introduction

Haksoss Café aims to elevate the morning ritual in Alexandria through a refined sensory experience — blending luxury, warmth, and authenticity.
This campaign repositions Haksoss as the destination of choice for premium morning coffee lovers.

🎯 2. Objectives

- Build emotional connection with the audience through visual storytelling.

- Increase in-store footfall and online engagement by **35%** over 2 months.

- Promote Hero Latte and Chocolate Croissant as signature morning pair.

- Strengthen brand loyalty through the new Haksoss Rewards Program.

👥 3. Target Audience

Primary: Young professionals and luxury seekers (ages 20–45).
Secondary: Tourists and locals looking for calm morning experiences by the sea.

Psychographics:

- Values quality, design, and relaxation.

- Engages with aspirational lifestyle content.

💡 4. Campaign Strategy

Theme: *"Wake Up with Luxury"*
Platforms: Instagram, Facebook, and Website
Phases:

1. **Tease & Inspire** — Visual storytelling (Week 1–2)

2. **Engage & Delight** — Offers and loyalty invites (Week 3–4)

3. **Reward & Retain** — Spotlight and reviews (Week 5–6)

🎨 5. Creative Direction

- **Visual Identity:** Deep-sea blue + sandy beige tones

- **Typography:** Playfair Display + Lato

- **Tone:** Elegant, warm, indulgent

- **Photography:** Morning beach light, latte art, soft focus on textures

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🔢 6. Expected KPIs

Metric	Baseline	Target	Growth
Engagement Rate	4.8%	8.5%	+77%
Conversion to Offer	1.9%	3.4%	+79%
ROI	340%	420%	+23%

Loyalty Signups: 300 members

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7. Budget Summary

Channel	Spend	ROI
Meta Ads	$850	441%
Google Display	$420	340%
TikTok Ads	$500	420%

Total $1,770 - 405% average ROI

♀ 8. Deliverables

- Email Campaigns (EN/AR)

- Social Media Posts, Stories, Ads

- Loyalty Program Assets

- Analysis & KPI Dashboard

- Website Integration (index.html showcase)

▦ 9. Conclusion

This campaign merges storytelling, design, and data to redefine morning luxury.
It doesn't just market coffee — it markets *an experience worth waking up for.*