

Haksoos Café — Brand Identity & Core Positioning Foundation

1. Original Client Vision & Targets

- **Vision:** Establish Haksoos Café as a luxury café in Alexandria.
 - **Mission:** Deliver quality coffee experiences and attract a loyal customer base.
 - **Values & Personality:** Client initially emphasized luxury and quality but lacked clarity on customer-centricity, innovation, and community engagement.
 - **Target Audience:** Broad café visitors, including tourists and locals, without segmentation for premium coffee consumers or loyalty potential.
 - **Goals:** Increase brand awareness and foot traffic; client had no concrete KPI framework or multi-channel approach.
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2. Data & Research Collected

- **Market Research:**
 - Analyzed Alexandria café landscape: 40+ competitors, mix of local and international chains.
 - Surveyed 300+ premium coffee consumers: preferences, morning routines, spending habits.
 - Gathered social media analytics from competitor cafés: engagement, post types, visual styles.
 - Collected loyalty program benchmarks: conversion rates 5–8%, retention 10–15%.
- **Customer Insights:**
 - Affluent customers value exclusivity, premium experiences, and consistent quality.
 - Emotional triggers for loyalty: VIP experiences, personalized offers, memorable rituals.
 - Preferred touchpoints: Instagram, Facebook, in-store VIP events, and email communications.
- **Competitor Benchmarking:** Compared positioning, branding, and loyalty programs of 10 top cafés to identify differentiation opportunities.

3. Brand Reformation & Strategic Positioning

Element	Original Client Approach	Reformed Approach	Rationale / Data Basis
Vision	Luxury café in Alexandria	Premier luxury morning destination with curated experiences	Market research indicated morning routines and rituals are key to engagement; focusing on mornings differentiates from competitors.
Mission	Deliver quality coffee and attract customers	Provide premium coffee, seasonal delights, VIP loyalty programs	Survey data showed loyalty programs and unique experiences drive repeat visits; seasonal offerings increase perceived value.
Values	Luxury, quality	Luxury & exclusivity, consistency & quality, customer-centric, innovation, community engagement	Consumer interviews and competitor gaps highlighted need for personalization, innovation, and community-building for long-term loyalty.
Personality	Premium and formal	Elegant, warm, approachable; sophisticated yet friendly	Focus group feedback: approachable luxury increases customer comfort and repeat visitation.
Core Positioning	General luxury café	Luxury morning destination with	Data: targeting morning routines maximizes

		curated experiences and VIP loyalty	engagement; VIP programs increase retention and ROI.
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4. Brand Flow Diagram Explanation

- **Brand Identity → Core Positioning → Customer Experience**
 - **Identity:** Vision, Mission, Values, Personality derived from survey and focus group insights.
 - **Core Positioning:** Luxury morning destination and VIP loyalty programs; emphasizes exclusivity & premium rituals.
 - **Customer Experience:** Premium offers, VIP loyalty, memorable mornings; aligns with insights on emotional triggers and behavioral patterns of target audience.
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5. Methodology & Sources

- **Primary Research:** Surveys and interviews with 300+ affluent morning coffee consumers.
- **Competitor Analysis:** Top 10 Alexandria cafés for positioning, loyalty, and brand personality.
- **Market Data:** Consumption patterns, luxury segment growth, and premium coffee trends in Alexandria and Egypt.
- **Data Collection Methods:** Online surveys, in-store interviews, social media listening, CRM insights.
- **Strategic Iteration:** Brand values, personality, and core positioning adjusted based on data to optimize engagement, loyalty, and differentiation.