Haksoss Café – Morning Experience Campaign Deck



"Wake Up with Luxury"

Client:

Haksoss Café

Prepared by:

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© Campaign Objective

Position Haksoss Café as the ultimate morning destination for premium coffee and pastries by driving awareness, engagement, and foot traffic through digital storytelling and data-driven campaigns.

Strategic Overview

Core Concept:

Create an emotional connection between mornings and indulgence.

"Every sunrise deserves a moment of luxury."

Target Audience:

- Urban professionals aged 20–45
- Coffee enthusiasts
- Lifestyle-conscious consumers seeking morning comfort

Geographical Focus:

Cairo & Alexandria, Egypt

S Marketing Strategy

1. Social Media Campaigns

- o Focused on visually appealing storytelling through Instagram & Facebook
- o English and Arabic versions for broader engagement
- o Includes posts, stories, and ads designed using brand templates

2. Email Marketing

- Personalized sequences:
 - Welcome Offer
 - Loyalty Program
 - Seasonal Treats
 - Limited-time Breakfast Deals
- o Dual-language delivery (EN & AR)

3. Ad Campaigns

- Meta Ads, Google Display, and TikTok Ads
- Optimized for conversions and ROAS
- o Retargeting segments for loyalty and lookalike audiences

4. Brand Experience

- o Elegant, cozy visual identity
- o Warm golden tones, deep-sea blue backgrounds
- Soft animations and subtle transitions

Performance Goals (KPIs)

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

Channel Breakdown

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

***** Creative Direction

Theme: Morning Indulgence

Style: Premium, minimal, comforting

Visual Assets:

- Hero Latte
- Chocolate Croissant
- Seasonal Treat
- Special Offer
- Café Interior

Color Palette:

- Deep-Sea Blue
- Warm Cream
- Gold Accents

Typography:

• Headlines: Montserrat Bold

• Body: Lato Regular

Email Campaigns

- 1. Welcome Offer Introduce the brand with a 10% morning discount.
- 2. Seasonal Latte Launch Announce the new flavor of the month.
- 3. Loyalty Program Reward returning customers with personalized offers.
- 4. Limited-Time Breakfast Bundle Highlight croissant + latte combo.
- 5. Holiday Greeting Email Celebrate with gratitude and warmth.

Social Media Campaigns

Platforms: Instagram, Facebook, TikTok

Content Types:

- English & Arabic posts
- Animated stories
- Carousel ads

Templates Used:

- hero latte post.png
- haksoss post.png
- season_offer.png
- special_latte.png
- discover_more.png

Ad Creative Examples

Meta Ads:

- Carousel highlighting morning menu
- Retargeting coffee lovers within 10km radius

Google Display:

• Banner ads on lifestyle and news sites

TikTok Ads:

• 10-second luxury morning clips

III Tracking & Optimization

- Pixel tracking across all ads
- UTM tagging for every campaign link
- Weekly reporting via Google Data Studio
- Split testing of creatives and headlines

@ Key Insights

- 1. Morning engagement peaks between 7:00–9:30 AM
- 2. Visuals with latte foam art outperform by +38%
- 3. Arabic copy increases CTR by 21% in Cairo

Expected Outcomes

- +75% Engagement Growth across all digital channels
- +60% Increase in morning sales and app orders
- Strengthened **Brand Loyalty** and awareness

Obliverables

Folder	Contents
1_Strategy	Proposal + Overview
2_Emails	EN + AR versions
3_SocialMedia	Posts, Stories, Ads
4 Ads	Campaign banners
5_Guidelines	Tone, Fonts, Visual Identity
6_Assets_Extra	Product shots, textures
7 Tracking	KPI sheet, Analytics report

***** Conclusion

The **Haksoss Morning Experience Campaign** blends creativity with data, positioning the café as a symbol of morning luxury.

Every visual, line, and click leads to one emotion — "Comfort that tastes like home, crafted with luxury."

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