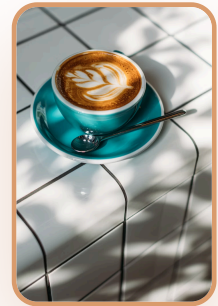




Haksoss Café — Elevate Your Mornings: Full Case Study



Campaign Title: ***"Wake Up with Luxury in Alexandria"***

Purpose: Establish Haksoss as Alexandria's premium morning destination through bilingual, sensory storytelling, high-end visuals, and a loyalty-led conversion strategy.

80,800

Total Reach

1,070

Loyalty Sign-ups

11.3%

Avg Engagement Rate

411%

Overall Campaign ROI

Executive Summary

Haksoss Café executed a visual-first, bilingual campaign centered on the signature **Hero Latte** and **Chocolate Croissant**. The strategy integrated targeted ads across Meta and TikTok with a loyalty-driven email automation sequence, resulting in a measurable lift in morning footfall and a high return on investment.



Haksoss — Luxury Morning Experience Campaign



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