

Campaign Introduction

The Haksoss Café campaign was designed to position the brand as Alexandria's ultimate luxury morning destination, combining premium coffee experiences with a data-driven digital strategy. Over a 90-day period, the campaign aimed to increase loyalty sign-ups, drive measurable engagement, and maximize ROAS across multiple channels.

Primary Objective

Convert new visitors into loyal customers through targeted offers, personalized content, and high-impact digital creatives.

Target Audience

Affluent residents and tourists in Alexandria, aged 25–45, who value premium experiences, social engagement, and exclusivity in lifestyle brands.

Key Channels

Social Media, Email/CRM, Search (SEO & PPC), and creative in-store activations to maximize reach, conversions, and retention.

Campaign Duration

10-step, 90-day campaign structured to guide users from awareness through engagement, conversion, and retention.