**Haksoss Café – Morning Experience Campaign Deck**

**☕ Campaign Title:**

**“Wake Up with Luxury”**

**Client:**

**Haksoss Café**

**Prepared by:**

**Mohamed Abdelrazek – Digital Marketing Strategist**

**🎯 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

**🧩 Marketing Strategy**

1. **Social Media Campaigns**
   * Focused on visually appealing storytelling through Instagram & Facebook
   * English and Arabic versions for broader engagement
   * Includes posts, stories, and ads designed using brand templates
2. **Email Marketing**
   * **Personalized sequences:**
     + Welcome Offer
     + Loyalty Program
     + Seasonal Treats
     + Limited-time Breakfast Deals
   * **Dual-language delivery (EN & AR)**
3. **Ad Campaigns**
   * Meta Ads, Google Display, and TikTok Ads
   * Optimized for conversions and ROAS
   * Retargeting segments for loyalty and lookalike audiences
4. **Brand Experience**
   * Elegant, cozy visual identity
   * 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

**📊 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

**📦 Deliverables**

|  |  |
| --- | --- |
| 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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