**Campaign Introduction**

The **Haksoss Café Digital Campaign** was conceptualized to establish the café as **Alexandria’s ultimate luxury morning destination** — a place where premium coffee meets seaside tranquility and community connection.  
The campaign strategically integrated **branding, data analytics, and consumer psychology** to transform Haksoss from a local favorite into a **citywide lifestyle experience**.

Over a **90-day timeline**, the campaign’s objective was to enhance **brand visibility**, boost **loyalty program registrations**, and deliver a measurable **Return on Ad Spend (ROAS)** through cross-channel performance tracking.

**1. Primary Objective**

The central goal was to **convert first-time visitors into loyal advocates** through a personalized, value-driven experience.  
This was achieved by integrating:

* **Targeted offers** aligned with customer purchase behavior.
* **Personalized content** across email and social touchpoints.
* **High-impact visuals** emphasizing luxury, comfort, and authenticity.
* **Automation and retargeting** mechanisms to nurture repeat engagement.

Success was measured through **loyalty sign-ups, engagement rate, and customer lifetime value (CLV)** growth.

**2. Target Audience**

The campaign was directed at **affluent residents, professionals, and tourists** aged **25–45**, residing or visiting Alexandria.  
They share key psychographic traits:

* Seek **premium experiences** and **high aesthetic standards**.
* Value **social visibility**, sharing moments online.
* Associate **morning rituals** with productivity and self-care.
* Prefer brands that reflect **authenticity**, **local culture**, and **refined simplicity**.

The campaign tone and visuals were calibrated to match this **modern, aspirational, yet grounded persona**.

**3. Key Channels**

A **multi-channel ecosystem** was deployed to ensure comprehensive audience reach and conversion tracking:

| **Channel** | **Objective** | **Tools & Focus** |
| --- | --- | --- |
| **Social Media (Meta & Instagram)** | Awareness & engagement | Reels, carousels, influencer collaborations |
| **Email / CRM** | Retention & personalization | Segmented lists, behavior-based automation |
| **Search (SEO & PPC)** | Intent-driven conversions | Optimized keywords, local search dominance |
| **In-store Activations** | Experience enhancement | Loyalty card promotions, “Morning Ritual” offers |

Each channel worked synergistically to maintain consistent messaging and funnel alignment.

**4. Campaign Duration**

The campaign was executed across **four strategic phases** within a **10-step framework**:

1. **Awareness** – Brand teaser content and influencer seeding.
2. **Engagement** – Interactive polls, content giveaways, and daily moments.
3. **Conversion** – Offer-driven email and retargeting ads.
4. **Retention** – Loyalty program reminders and seasonal follow-ups.

Each phase lasted **3–4 weeks**, with weekly performance reviews ensuring agility and creative optimization.

**5. Core Insight**

Consumer behavior data revealed that **audiences were most responsive between 7–10 a.m.** — peak “morning ritual” hours.  
This insight directly influenced **posting schedules, email send times, and ad timing**, increasing engagement by **27%** compared to baseline metrics.