**Buyer Persona: Young Urban Trendsetter**

**Overview**

The **Young Urban Trendsetter** persona represents the new wave of café-goers in Alexandria: image-conscious, social, and driven by experience over necessity. They see cafés like Haksoss not just as places to drink coffee, but as **social stages** — where lifestyle, taste, and identity converge.  
They are digital natives who actively shape trends, influence peers, and thrive on **visual storytelling**.

**Role in the Campaign:**  
This persona forms the *core audience segment* for the awareness and engagement phase of the Haksoss campaign. Their behaviors heavily influence **brand visibility**, **organic reach**, and **content virality** across social platforms.

**Demographics**

* **Age:** 20–50 years
* **Gender:** 50% Male / 50% Female
* **Location:** Alexandria (urban neighborhoods such as Roushdy, Gleem, San Stefano)
* **Income:** $25,000–$50,000 per year
* **Education:** Primarily college students and early-career professionals

**Interpretation:**  
This audience balances ambition with lifestyle. They prioritize experiences that project sophistication and align with their personal brand. Their income range allows for **occasional indulgence in premium offerings**—making Haksoss Café a high-value destination rather than an everyday spot.

**Psychographics**

* **Lifestyle:** Trend-focused, social, digitally connected
* **Values:** Aesthetics, experiences, recognition
* **Interests:** Specialty coffee, photography, lifestyle content, new openings
* **Personality:** Outgoing, expressive, adventurous, socially influential

**Insight:**  
They live **online-first lives**, constantly curating their experiences for digital sharing. They don’t just consume trends—they **create** them. Their buying decisions often reflect their **personal identity and peer perception**.

**Goals & Motivations**

* Capture **Instagram-worthy experiences** to share socially
* Discover **new, unique cafés** and exclusive products
* Gain **peer validation** through trend participation
* Enjoy **premium offers and events** reserved for insiders

**Campaign Implication:**  
All marketing communication toward this persona must **celebrate discovery, recognition, and exclusivity**. Phrases like *“limited edition,” “invite-only,” or “members access”* appeal directly to their motivations.

**Challenges & Pain Points**

* Balancing a **limited budget** with a desire for luxury
* Seeking **new experiences** in a saturated café scene
* Expecting **seamless, fast service** for social moments
* Feeling overwhelmed by repetitive or unoriginal brands

**Solution through Campaign:**  
The campaign should focus on **value-per-experience**, not discounting. Delivering a **luxury feel with accessible pricing** and smooth digital ordering can maintain appeal while ensuring differentiation.

**Preferred Channels**

* **Instagram & TikTok:** For visual storytelling and influencer inspiration
* **YouTube:** Lifestyle vlogs and local reviews
* **Email & App Notifications:** For seasonal drops, offers, and event invites
* **Referral Campaigns:** To amplify organic reach through friend networks

**Engagement Strategy:**

* Leverage **short-form reels** showcasing atmosphere and signature drinks.
* Partner with **local micro-influencers** for authentic word-of-mouth.
* Send **event invitations** and **loyalty tier updates** via email.

**Buying Behavior**

* Frequently experiments with **new, trendy menu items**
* Highly influenced by **social proof and online buzz**
* Engages with **loyalty programs** that reward sharing and repeat visits
* Shares **positive experiences online**, amplifying brand advocacy

**Behavioral Insight:**  
The Trendsetter is a **bridge audience** — converting early, spreading awareness, and influencing other segments such as “The Affluent Professional” and “The Social Explorer.” Their repeat visits are tied more to **brand culture** than to price sensitivity.

**Persona Journey Flow**

1. **Awareness:**  
   Discovers Haksoss Café through social media trends, influencer posts, and peer recommendations.  
   *Campaign Focus:* Visual storytelling, reels, geo-targeted ads, and lifestyle hashtags.
2. **Consideration:**  
   Evaluates café’s **aesthetic, exclusivity, and social recognition potential** before visiting.  
   *Campaign Focus:* User-generated content, testimonials, and curated imagery.
3. **Conversion:**  
   Visits Haksoss Café for the first time, orders premium drinks, and shares the experience online.  
   *Campaign Focus:* Seamless experience, photo-worthy presentation, and instant loyalty sign-up offers.
4. **Retention:**  
   Returns frequently, attends exclusive events, and refers friends for VIP perks.  
   *Campaign Focus:* Loyalty tiers, referral bonuses, and personalized messages.

**Strategic Insight**

This persona drives **organic momentum** for the Haksoss brand. By aligning campaign messaging with their digital habits and aesthetic sensibilities, Haksoss can **convert trend engagement into tangible loyalty**.  
The Trendsetter doesn’t just buy coffee—they **broadcast experiences**, making them invaluable for viral growth and sustained brand desirability.