

half past.

We said 20 minutes.

An independent concept campaign for a fictional all-day café in Victoria, BC.

FROM SOMEWHERE TO GET COFFEE

TO SOMEWHERE YOU WANT TO BE.

Research-led positioning, social discovery, visual storytelling, a visit journey, and a model of responsible measurement.

01. THE OPPORTUNITY

A good café is more than a menu.

The case is inspired by Victoria café culture, not a commission from any local café.

IMAGINED STARTING POINT

A fictional Old Town café already serves interesting food and drinks and has an inviting atmosphere, but its social presence mostly features separate items and announcements.

PROPOSED TRANSFORMATION

Make the café feel like a place to belong through human stories, recognizable rituals, different reasons to visit, and a simple map-led visit pathway.

REFERENCE METHOD

We studied publicly visible Victoria café feeds, hospitality websites, and adjacent social-first coffee brands. The working observation was a tendency for some feeds to show products and craft more often than life happening around them. This is a creative hypothesis, not a claim about the financial performance of any identifiable café.

In the public presentation, the business, challenges, customers, footage, offers, location details, and outcomes are fictional. A local café is not represented as a former client.

Three reasons to stay.

The moment around coffee can be more magnetic than the coffee alone.



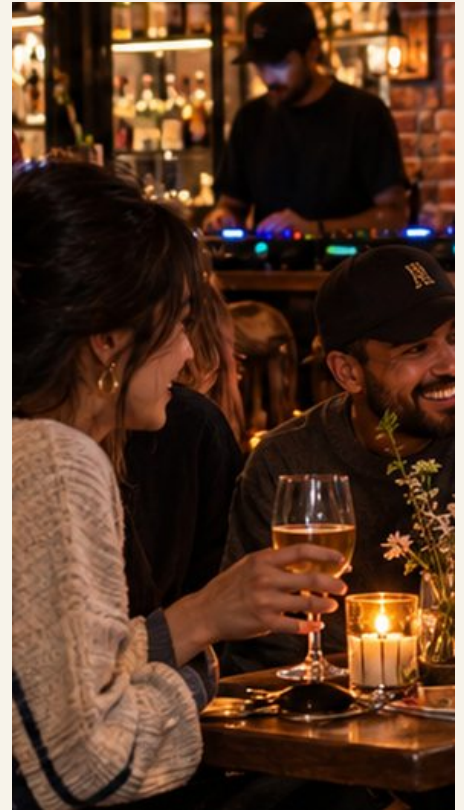
THE CATCH-UP

A quick hello that becomes a whole afternoon.



A CORNER OF YOUR OWN

Permission to be somewhere without an itinerary.



THE UNPLANNED EVENING

The same table with a different rhythm after dark.

Show the life around the cup.

A distinct reason to prefer this café over the next good café.

1. Desire

Make conversation, solitude and spontaneity look inviting rather than explaining the benefits of coffee.

2. Discovery

Reach local customers through relatable posts, saved guides, place-tagged Stories and community participation.

3. Action

Let a motivated person check mood, menu, hours and directions without being pushed into an automated sales conversation.

4. Learning

Interpret online intent as online intent. Use real business evidence before inferring foot traffic or repeat visits.

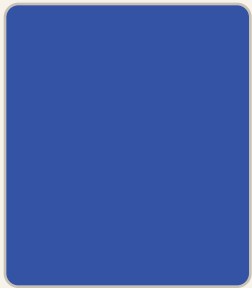
04. BRAND DIRECTION

Half Past has a pulse.

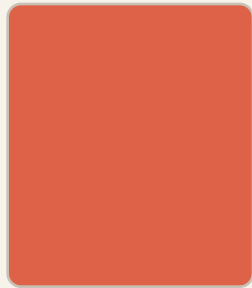
Editorial but not precious. Familiar but not predictable.

half past.

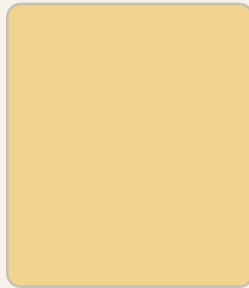
We said 20 minutes.



Cobalt



Tomato



Butter



Ink



Paper

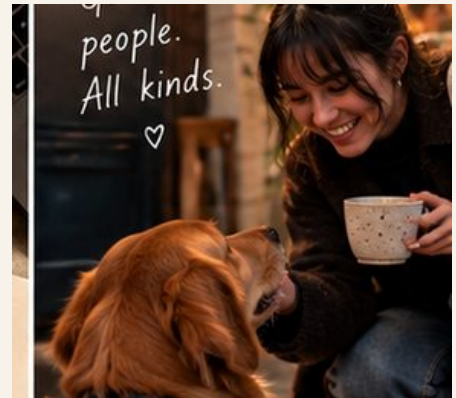
Photography: real-feeling interactions, staff personality, rainy Old Town streets, bright café details, evenings, and the imperfect in-between moments.

The visual rhythm intentionally alternates lived-in photos, a few expressive typographic overlays, a bright product detail, and distinctly human scenes. This is not a template applied to every post.

05. INSTAGRAM FEED

A feed people want to follow.

Nine posts that invite participation rather than just announce what is for sale.



Reel-cover markers represent proposed video placements. Still covers are not actual video recordings.

Not every post needs to sell.

Three recurring creative territories establish a recognizable café personality.



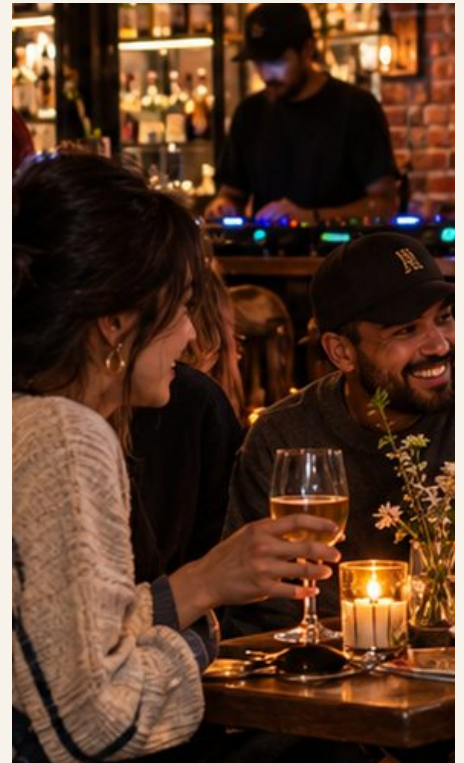
We said 20 minutes.

A funny, familiar catch-up with no direct sales pitch.



Your usual?

Make the staff and everyday recognition part of the story.



Same table. Different hour.

Show how the atmosphere changes without posting a flyer.

07. CAROUSEL

Little things that happen at Half Past.

Five slides, one consistent emotional story about being somewhere you want to stay.



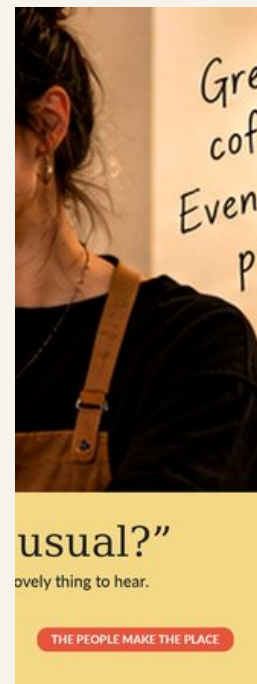
1.



2.



3.



4.



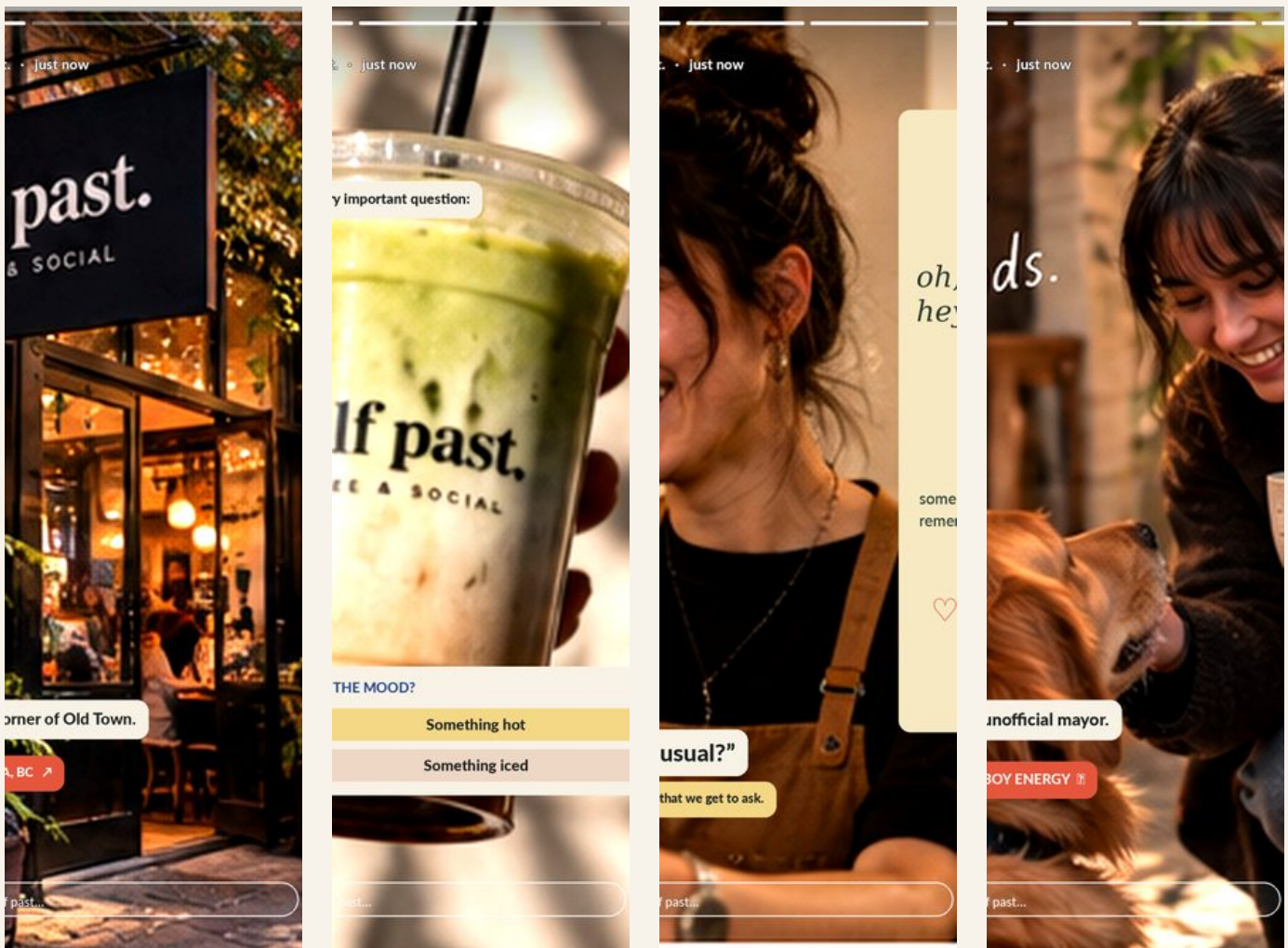
5.

Rather than listing menu items, the carousel moves through rainy-day pauses, catch-ups, familiar baristas, and the afternoon becoming evening. Its closing prompt invites people to share what makes them stay.

08. INSTAGRAM STORIES

A little bit of today.

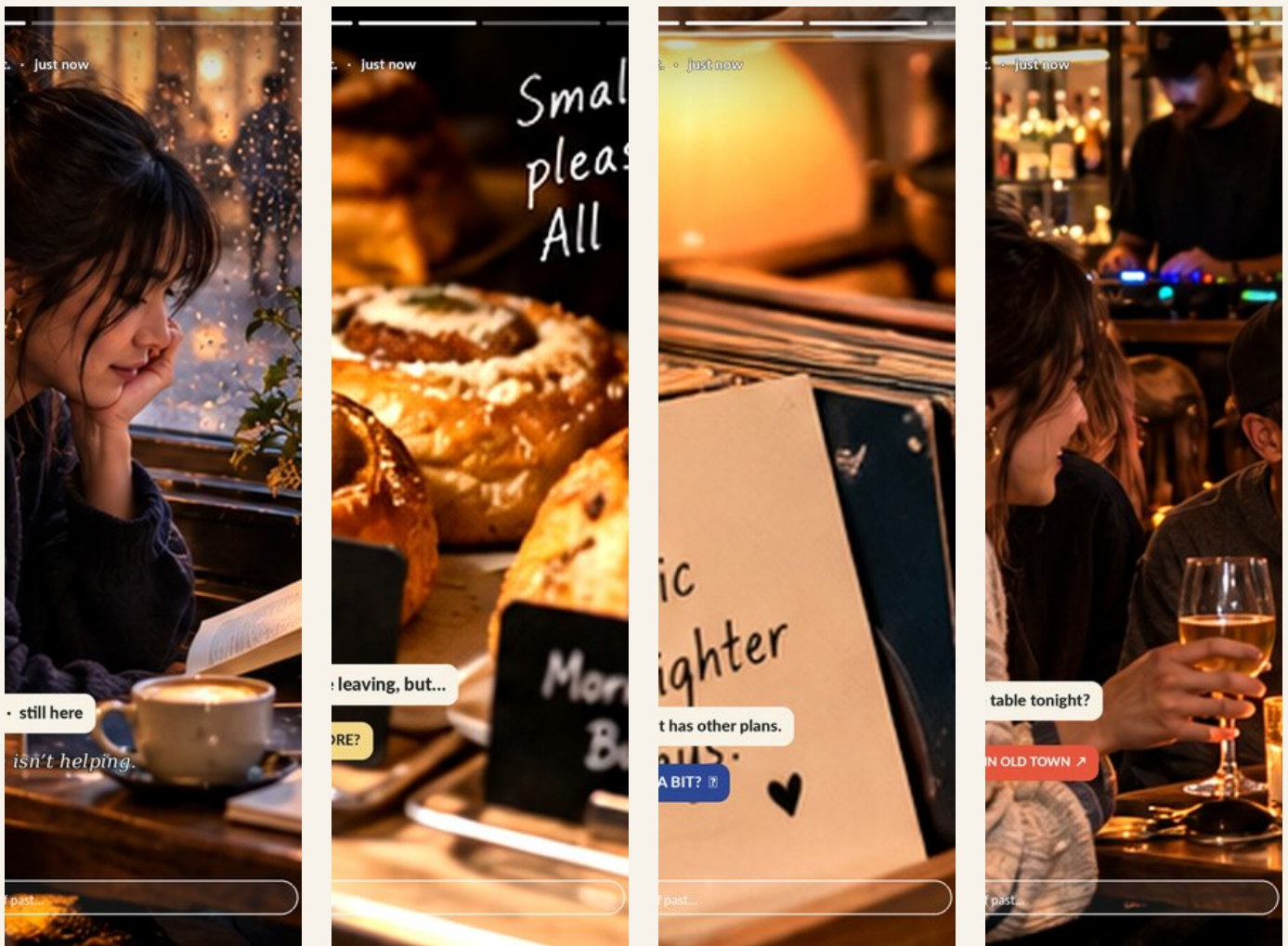
Four frames: an invitation, a small choice, a familiar face and a four-legged regular.



Polls, location stickers and tap prompts are visuals only, not functioning Instagram integrations.

The afternoon has other plans.

Four frames follow the café from rainy solitude into music, food and an evening visit.

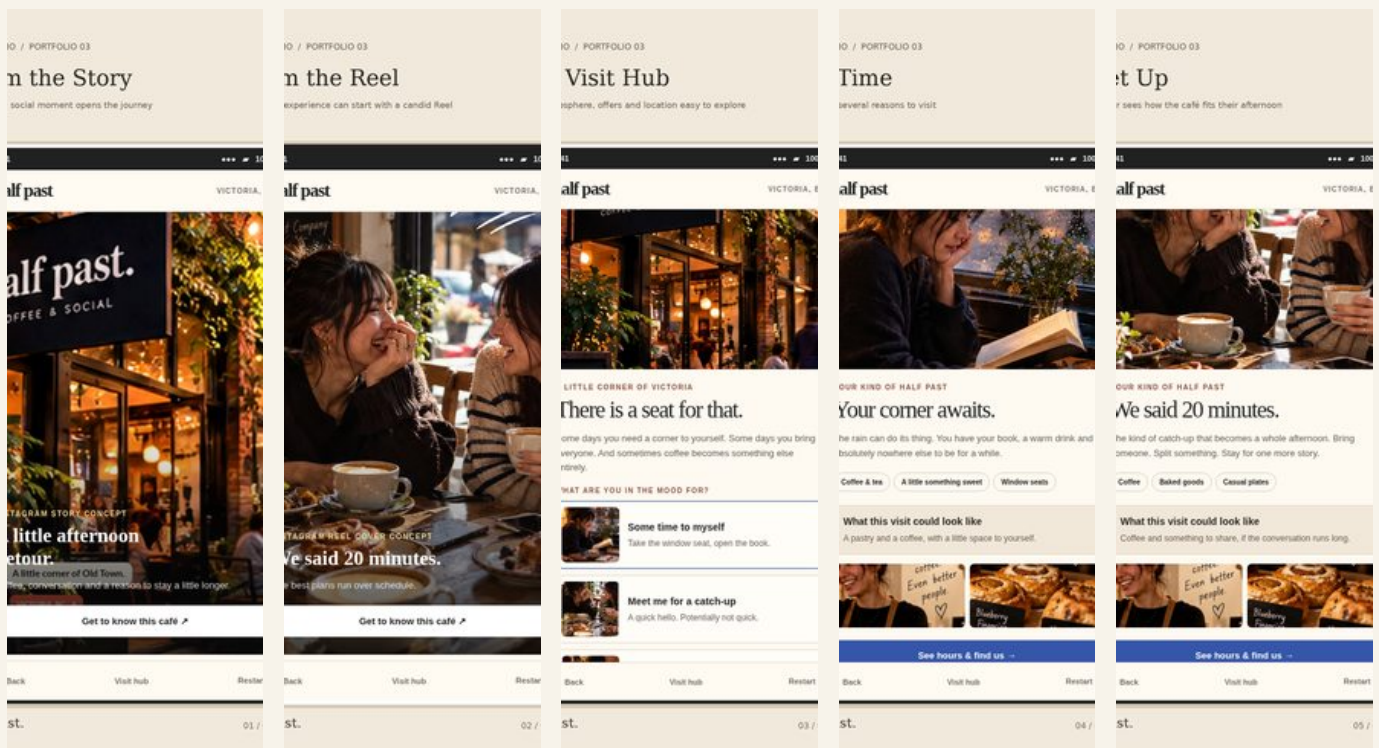


The café stays the protagonist. Story CTAs help someone find it when they are ready.

10. THE VISIT JOURNEY

Make showing up easy.

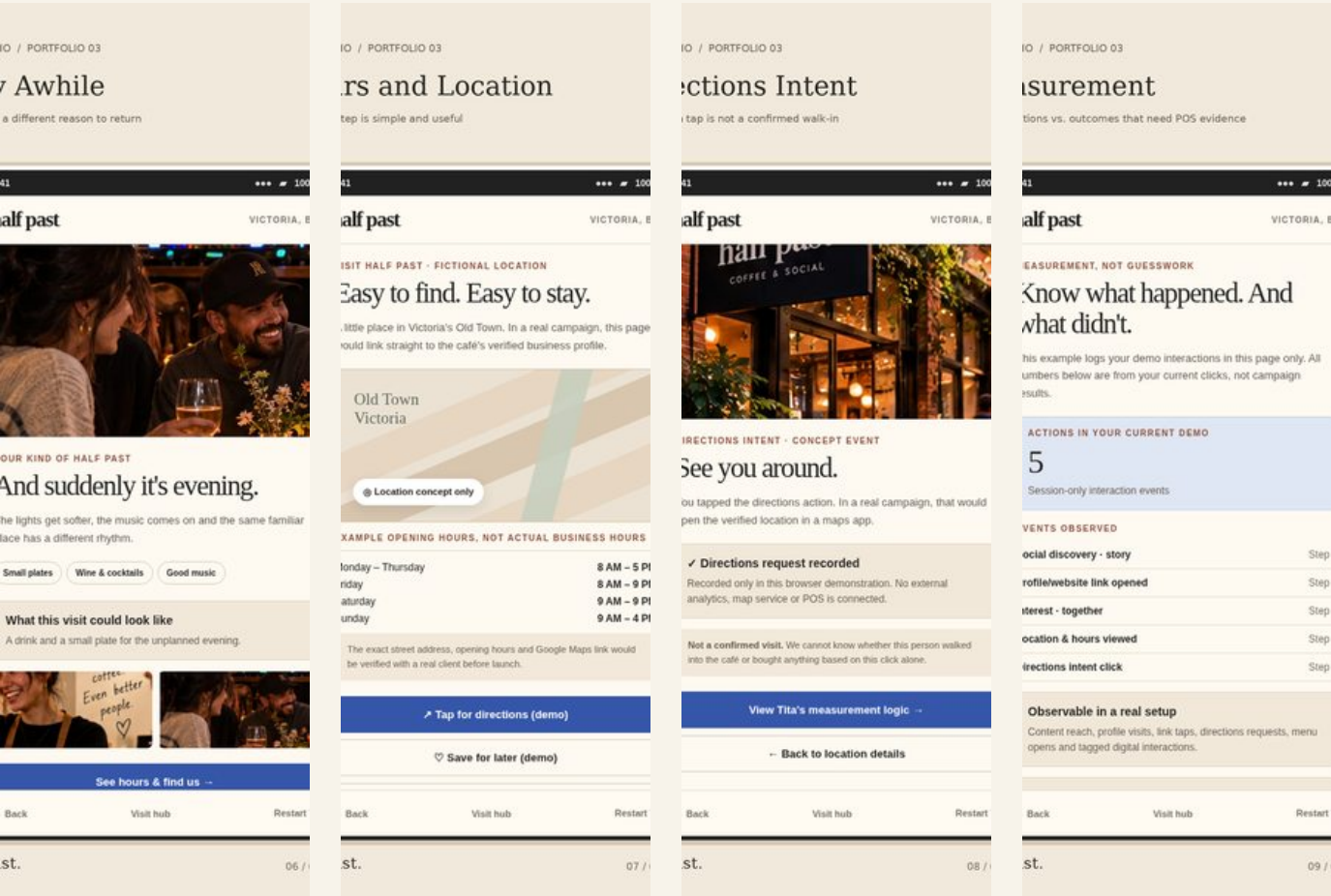
Discovery, visit mood, location and hours, then a clearly simulated directions action.



The journey has three paths: time alone, a meet-up, or an evening out. Customers choose what feels relevant instead of answering a form or navigating an elaborate chatbot.

The next step is still the customer's.

The complete prototype is embedded directly in the accompanying Elementor webpage.



A directions tap is evidence of intent, not evidence of a café visit. In the live client setting, we would use verified hours and location details, consent-aware analytics, and defensible POS signals.

12. THE MEASUREMENT

Show what we know.

Illustrative signals for a four-week test; not results from a real business.

21,800

Weekly reach*

1,260

Profile visits

418

Visit hub sessions

103

Directions taps

THE DECISION FRAMEWORK

Attention

Reach and interactions reveal what earns initial interest.

Consideration

Menu views and guide sessions show useful engagement.

Intent

Directions and saves show potential future action.

Sales and loyalty

Real transactions and returning-customer evidence require separate measurement.

* Sum of illustrative weekly reach counts; it is not deduplicated monthly reach.

13. THE TAKEAWAY

A café becomes a habit by becoming part of life.

The brand, the experience and the practical visit path have to work together.

1. Build desire

Show the people, character and atmosphere that make this particular café worth choosing.

2. Make visiting easy

Give customers verified practical information without interrupting their motivation.

3. Be honest about impact

Attention and directions are valuable signals. Actual loyalty and sales demand real evidence.

INDEPENDENT PORTFOLIO DEMONSTRATION

Half Past and all its scenes are fictional; no real café commissioned this work. All customer journeys, offers, opening hours, locations, measurements and creative outcomes are illustrative. No sales or visit results are claimed.