

# Hanok Cafe



Ivy, Sena, Marcela

29 October, 2025



# *Taste the Beauty of Korea*

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*Hanok Cafe is a Korean-inspired cafe in Vancouver that connects traditional beauty with modern lifestyle. The cafe features elegant Hanok interiors, combining wooden textures and soft lighting to create a cozy, authentic atmosphere. Our staff wear stylish, modern Hanbok and represent the warmth and elegance of Korean hospitality – friendly, approachable, and full of charm.*



*Our  
Cafe*

# Audience



*Hanok Cafe targets **young adults** and **professionals** aged 18–40 who enjoy aesthetic cafes, value cultural experiences, and are active on social media. These customers are open-minded, trend-conscious, and love exploring unique spaces that combine culture with comfort. Both locals and tourists who are drawn to K-culture — from music and fashion to food — will find Hanok Cafe an inviting and memorable experience that reflects the modern charm of Korea.*

# Product

## *Signature Latte Coffee & Dessert*

*guests enjoy  
handcrafted drinks and  
desserts inspired by  
Korea's sweet  
warmth*

## *Korean Culture Workshop*

*an interactive space to  
explore  
traditional crafts, food,  
and language;*

## *K-pop Gaya Live*

*a special event  
blending K-pop  
melodies with  
traditional instruments.*



# Domain

1. [koreancafe.ca](http://koreancafe.ca)

2. [hanokcafe.ca](http://hanokcafe.ca) / .com

3. [hanbokcafe.ca](http://hanbokcafe.ca) / .com



## Signature Latte Coffee & Korean-style Dessert

*“Korean dessert and coffee shop in Vancouver”  
“Korean sweet dessert cafe”*



## Korean Culture Workshop

*“Traditional Korean workshop”  
“Korean culture and language in Vancouver”*



## K-pop Gaya Live

*“live Korean music event in Vancouver”  
“K-pop and traditional instrument fusion concert”*



# Seasonal Campaign

## *Taste of Korea: Christmas Dessert Workshop*

The primary goal of this seasonal marketing campaign is to fully book the “Taste of Korea” Winter Workshop - Korean Bungeoppang Festival and share the warmth of a Korean-style Christmas with the local Vancouver community. While Christmas in Western culture is typically celebrated as a family-centered holiday, in Korea it is enjoyed by families, friends, and couples alike, creating a more inclusive and communal atmosphere. Through this campaign, Hanok Cafe seeks to introduce that festive and collective spirit, while strengthening brand awareness and cultural engagement.

# Multi-Channel Strategy



## Instagram

2 posts weekly featuring workshop visuals, reels, and *#ChristmasInHanok* challenge

## Email

Twice weekly campaigns with registration links, discounts, and event reminders

## Website

Central hub for registration, event details, and exclusive 20% workshop discount

*Three channels working seamlessly to attract attention, boost participation, and strengthen Hanok Cafe's cultural presence.*

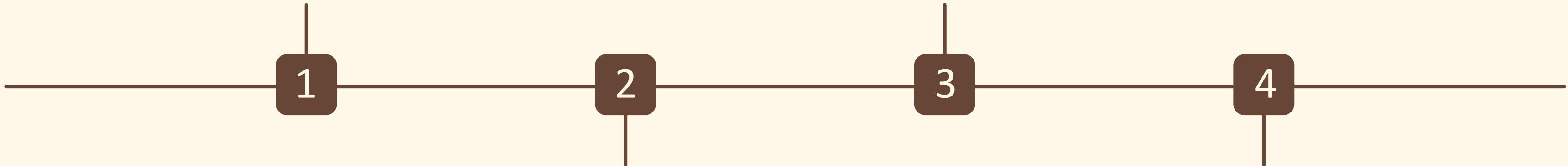
# Campaign Timeline

## Week 1: Launch

*Promote 20% early registration discount and announce  
Instagram challenge #ChristmasInHanok*

## Week 3: Countdown

*Final registration reminders with live workshop moments  
and limited spots alert*



## Week 2: Engage

*Share workshop details, behind-the-scenes content, and  
Bungeoppang flavors*

## Week 4: Celebrate

*Thank participants, collect feedback, and feature user-  
generated content*

# Content Calendar

## Hanok cafe (12/22~26 workshop)

For the week of Dec 1, 2025 to Dec 31, 2025						
	Day	Date	Platform	Asset	Content	Status
Week1		25.12.01	Website		A new season, a new mood: teaser of workshop and special Christmas activities in the Cafe. Promote early registration in the website and IG challenge - <a href="#">example of campaign in the report (Image 1)</a>	Done
		25.12.01 25.12.05	Instagram		Promote the Special Korean dessert Workshop in Christmas with discount and redirect to website ; IG challenge to earn free drink coupon on the next visit - <a href="#">example of campaign in the report (Image 2)</a>	In Progress
		25.12.01	Email		Invitation letter: encourage early registration and promote the special discount, hanbok participation and social media challenge. Include redirection buttons to website - <a href="#">example of campaign in the report (Image 3)</a>	Idea
Week2		25.12.08	Website		Open "regular" register workshop link on Christmas week	Idea
		25.12.08 25.12.10 25.12.12	Instagram		Posts redirecting users to register in the website; short reels and stories of "behind the scenes" and event preparation	Idea
		25.12.08 25.12.12	Email		Share event details, schedule and menu. Include link to register in website	Idea
Week3		25.12.15	Website		Put on Event image, time information, video	Idea
		25.12.15	Email		Send a message with highlight photos and social media links. If the person participated with the hanbok, send a special photo of them with it and eating the free dessert	Idea
		25.12.15 25.12.17 25.12.19	Instagram		Share behind-the-scenes clips via Stories or Live streaming.	Idea
Week4~5 (workshop)		25.12.23	Website		Publish a "thank you" message with photos of the event and feedback messages from the participants	Idea
		25.12.23 25.12.26	Instagram		Post a highlight reel or photo collage from the event. (Include CTA: "Become a Hanok Member!")	Idea
		25.12.22	Email		Send a thank-you email to participants with highlight photos and social media links. Recommend them to keep e-mail marketing to receive Hanok Cafe news and next events	Idea

# Campaign Goals

**150**

## **Workshop Participants**

*Minimum target for December sessions*

**220**

## **New Members**

*Website registrations through online promotions*

**20%**

## **Follower Growth**

*Instagram engagement and brand visibility increase*

**25%**

## **Sales Boost**

*In-store traffic and revenue during Christmas period*

**100**

## **User Posts**

*Generated content using #ChristmasInHanok hashtag*

**90%**

## **Positive Feedback**

*Participant satisfaction from post-event surveys*



# Campaign Examples



Visual assets created using Canva for consistent branding across all platforms. A separate seasonal content calendar ensures clear organization without overlapping regular marketing posts.

# Interactive Campaign Elements



## Christmas Snap & Sip Challenge **#ChristmasInHanok**

**Warm Up This Winter with Hanok Cafe Snap & Sip Challenge!**

Hello, cozy coffee lovers! ☃️✨

Winter is here — and there's no better way to warm up than with your favorite cup from **Hanok Café**. To celebrate the season, we're launching our **Snap & Sip: Winter Edition Challenge!**

Here's how to join the fun!

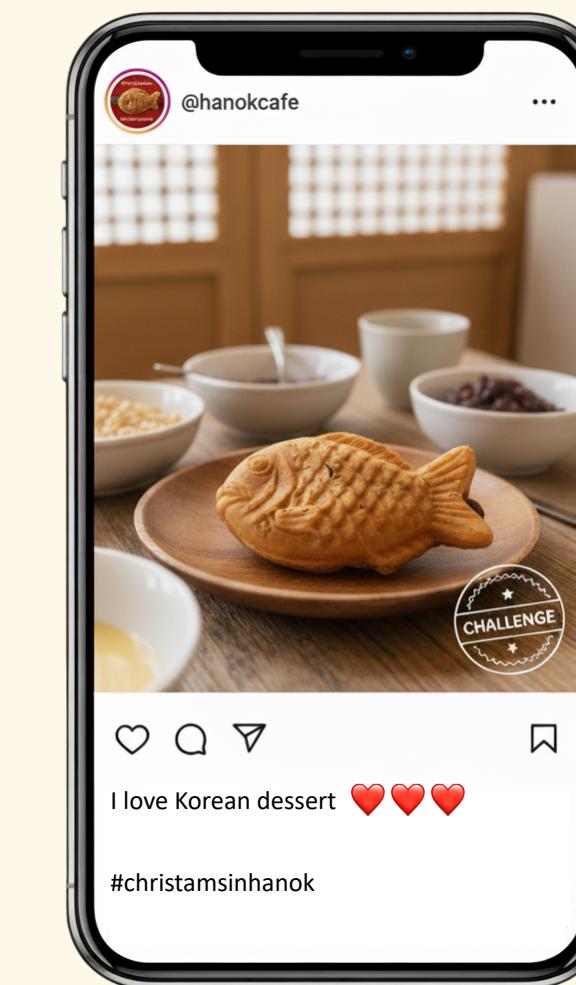
**Snap** a photo of your favorite winter drink or cozy corner at Hanok Cafe

Follow **@Hanokcafe** on Instagram, post the photo and tag us

**Tag 3 Friends** who would love to share a sip with you!

[Join Today](#)

Goal: Reach 220+ new website members and fill all workshop spots through early registration.



Goal: Boost Instagram followers by 20% through hashtag challenge. Free drink coupon for participants.

# Newsletter



## YOU ARE INVITED!

This winter, Hanok Cafe invites you to our

### 'Taste of Korea'

Bake your own **Bungeoppang**, sip handcrafted lattes, and enjoy live Korean music & exclusive seasonal treats.

Celebrate the holidays the Korean way



Hanok Cafe's special **Bungeoppang Workshop** — a hands-on experience where you can bake your own Korean fish-shaped pastry! Choose between **sweet red bean** or **custard cream** filling, and enjoy your creation with a cup of our handcrafted latte.

Register online and get **20% off this week only!**

[Sign Up Now & Save 20%](#)



22 ~ 26th  
Dec 2025



11:00 AM  
14:00 PM  
17:00 PM

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## Christmas menu



### Winter Glow Yuja Tea

Made with traditional Korean yuja marmalade, releasing the natural citrus aroma and a hint of honeyed sweetness.



### Warm Spice Ginger Tea

Slowly simmered with fresh ginger slices, blended with mildly sweet brown sugar and honey to release a warming, spicy aroma.



### Snowy Black Sesame Latte

A perfect blend of black sesame and milk, with a smooth, velvety texture and a hint of nutty aroma.

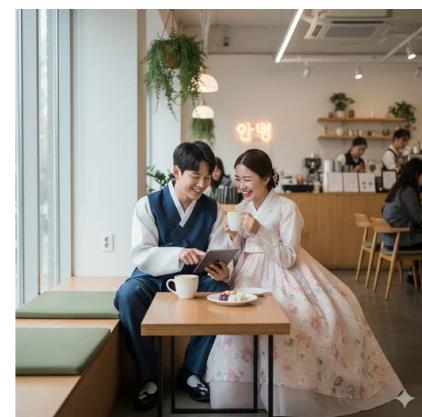
## Live Gaya K-Music

Date:  
Every fri, Sat, Sun  
In December

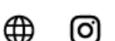
Time:  
12:00 – 14:00  
18:00 – 20:00



## Get A Free Dessert



Wear your hanbok to our Taste of Korea Workshop and enjoy a **free** **Hotteok** — crispy outside, soft and golden inside. Come learn, sip, and share the cozy spirit of a Korean winter with us!



Hanok Cafe, 123 Main St., Vancouver, BC

[Unsubscribe](#) [Manage preferences](#)



# *Bringing Korean Winter to Vancouver*

*"Taste of Korea: Winter Workshop introduces the warmth of Korean winter culture through hands-on experience, digital engagement, and cultural storytelling—perfectly aligning with Hanok Cafe's mission to let everyone Taste the Beauty of Korea."*

*Campaign runs throughout December 2025, creating memorable experiences and lasting community connections.*

# Thank You



Ivy, Sena, Marcela

29 October, 2025

