



The rundown

01// Categorizing Personas

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categoriz -ing personas



Categorizing Personas

These category personas are made to narrow down the overarching priorities of our consumers and then within these categories we can start getting more specific in order to have a clear line of thought on what our personas look for and how we can meet their needs.

Our Personas are categorized into 3 main categories.

1//
Sahel on
Connection

2//
Sahel on
Conviencece

3//
Sahel on
Activity

saahel on connection

sahel on connection

This category is aimed at the consumers looking to go to the North Coast to connect.

Connect with the water, with nature, with family, with friends, with themselves.

The North Coast acts as almost a spiritual haven for them where they can find peace in whatever form of connection they are looking for.

It is a way to slow down from the city life and enjoy moments more.

sahel on connection budget friendly

Age: 18-30

Gender: Male

Mindset:

Young adults looking to vacation for friends for a week or 2.

They're on a budget, they're staying at a modest compound and brought food from Cairo so they won't have to eat out to save money.

They want to spend time on the beach and time with their friends before they have to go back to their regular everyday lives in the city.

Frustrations:

Limited access to the North Coast when you're on a budget

Expensive shopping and food options

Activities are too expensive

Motivators:

Discounts, offers, Budget friendly activities, giveaways

sahel on connection anti fomo

Age: 25-40

Gender: Male & Female

Mindset:

They don't care about the sahel hype, they are staying in a high end location but they have no interest in exploring anything beyond their compound and their beach.

Their nights out are either at someone's home or somewhere near them

They live within their own bubble and are happy not going out of it.

Frustrations:

The crowds and chaos of the Sahel lifestyle ruining their plans

Having to drive out of their comfort zone to visit their friends

Motivators:

Activities close to them, giveaways, opportunities to connect

sahel on connection traditional experiences

Age: 25-55

Gender: Male & Female

Mindset:

People who live for “The old sahel” “Sahel el tayebe”

They have a daily routine that is known by everyone.

Wake up, spend the day at the beach, come back, shower, pane and macarona, spend time with family, go to the cafe by the beach and play cards with friends, eat feteer, shisha, repeat.

Frustrations:

Their friends are on the other side of Sahel

Routine might get repetitive

Might be a monotone area for them (no activations or fun things on their side of sahel)

Motivators:

Nostalgia, fun things to do, traditional experiences

saahel! on convenience

sahel on convenience

This category is for the people who want a seamless North Coast experience.

They don't like going out of their way and they don't like being uncomfortable.

They do what they want without compromising on what they enjoy.

What they seek might be different but regardless their main priority is to not be annoyed by anything and enjoy their time.

sahel on convenience luxury north coaster

Age: 35-70

Gender: Male & Female

Mindset:

They do sahel very high-end, they are willing to pay whatever the cost to have everything at the palm of their hand with 0 inconvenience.

They stay at the best hotels and the best compounds. They don't compromise and they don't accept anything less than the standard they seek.

Frustrations:

Any hindrance in their day

Standards that don't meet their expectations

Motivators:

Convenience, high-end stress free experiences, elite service, VIP access and entrances

sahel on convenience anti-sahe | culture

Age: 25-40

Gender: Male & Female

Mindset:

They don't enjoy sahel at all, they go there once a year.

They find the sahel routine to be exhausting, they don't like being out of their comfort zone and they don't like the culture of QR codes and chaotic parties.

So when they do come to sahel they try as much as possible to not be inconvenienced and not do anything that exhausts them.

Frustrations:

The difficulty of access in Sahel

The chaos of Sahel

Motivators:

Easy experiences, stress free experiences, Access to locations, avoiding crowds

sahel on convenience night owl

Age: 15-30

Gender: Male & Female

Mindset:

People who wake up late maybe they catch the last hour of sun on the beach and after 10 pm is when their day starts.

They are night owls, the concept of late nights are what they thrive on, all their outings are at midnight and they go home at 6AM and start again.

Frustrations:

When the beach closes by the time they wake up
Not finding something to do at night

Motivators:

Night activities, parties, exclusive access

saahel on activity

CATEGORY 4

Sahel on activity

This category is for the people who seek the hustle and bustle of the North Coast.

They look for activities everyday and are full of energy. Always looking for something new and exciting to do.

The North Coast for them is more about the places you go and the things you do than relaxation.

sahel on activity farhood

Age: 18-30

Gender: Male

Mindset:

An active mindset that shapes what they do everyday in Sahel.

They enjoy being active on the beach: Racket, volley, joining the outdoor gyms.

Their nights are also active choosing to play football or padel.

They enjoy the healthy options that are made available to them and they usually have a decent physique.

Frustrations:

Not enough activities for them to do throughout the day

They can't find healthy options to eat

Beach gym memberships are too high to join

Motivators:

Diverse active experiences, discounts on gym memberships, healthy food options

sahel on activity on display

Age: 21-33

Gender: Male & Female

Mindset:

They like to be really showy on social media, they're always doing something that is worth posting on socials.

They show what beach they're at, what party, what food etc.

Their social media is their own personal vlog and they are living out their influencer life in the North Coast.

Frustrations:

The lack of exclusivity in the events or beaches they go to

Activities that are not worthy of coverage

Motivators:

Exclusive events and beaches, aesthetic experiences

sahel on activity the organizer

Age: 20-50

Gender: Male & Female

Mindset:

The alpha of every friend group
they organize everything from where they are staying, to where they're going, to what they're doing.

People rely on them to set things up and they are in charge of logistics.

Frustrations:

The logistics of planning anything in sahel is exhausting
Requiring connections to reserve anything
Lack of availability in restaurants, real estate, activities etc.

Motivators:

Ease of access, simplifying the planning process

sahel on activity fomo

Age: 20-30

Gender: Male & Female

Mindset:

Person who wants to be a part of the sahel hype.

They actively seek getting tickets or invites to the next big event or the most exclusive places.

They don't always get to these places but it is something they definitely look for.

Frustrations:

Not being able to get access to exclusive events

Requiring connections to reserve anything

Fully booked events/beaches/parties

Motivators:

Exclusive access, VIP access, invitations to events, lifestyle based motivation

sahel on activity foodie

Age: 18-30

Gender: Male & Female

Mindset:

What excites them most about sahel is the food options, they consider it a full daily activity. Their day is shaped by where they want to eat. They don't mind going to exclusive places and places that are far away so that they can try good or exciting food.

Frustrations:

Not having access to the food outlets because they're located in compounds
Food outlets are very expensive and sometimes not worth the hype

Motivators:

New food options, food related discounts, food experiences



02//

personas
impleme
-ntation

Spend a day with VF Cash

Spend a day with VF Cash

Suggested personas:

- The Foodie
- The FOMO
- On Display
- Farhood

Episodes Breakdown:

We will be having 4 episodes in a span of 4 weeks, each tailored to a specific persona as we have our host vlogging and documenting his/her day that acts as guide for our personas and enables them to achieve their maximum of what they're looking for.

Spend a day with VF Cash

Pilot Episode - The FOMO:

Suggested Host:
Mahmoud El Sisi

بص يا باشا، الاسعار في الساحل طرش
وانا حافظك وفاهمك، انت عايز تروح كل حطة وتذل صحابك اللي قاعدين في القاهرة
وانا جايلك انهارده اقولك تعمل ايه عشان ميفوتكش حاجة

الساعة ١٢ تبقى في بحر مراسي - بس مش بعد كده عشان زحمة الباب مش هتحركك
الساعة ٣ بقى تطلع على seashell - تكون زحمة الباب هناك هديت وتخش انت بالسلكان
تطلع من البحر تروح على Buffalo Burger اللي في Golf Porto، تاخدلك خصم فودافون كاش ٤٥٪ وتروق على بطنك

نيجي لبليل، في ٣ حفلات عليهم ضجة كبيرة اوي، كل واحدة فيهم تبيعك كليتك

نصيحتي تروح ثاني واحدة، عشان فيها Invitations كتير
فا انت لو تعرف حد حبيبك هناك مسيطر... زن عليه زن عليه جامد

وبكدة يومك من اوله لآخره بقى عالمضبوت



VF Cash

اختبرنا لك

VF Cash Top Picks

Suggested personas:

- Luxury North Coasters
- Night Owls
- Anti FOMOs
- The Organizers

Episodes Breakdown:

An engaging animation format; we will create a weekly 2-3 minute episode, where each is tailored to a specific persona as it addresses what they need to or places to go in order to satisfy their needs in summer.

VF Cash Top Picks

Pilot Episode/Intro - Luxury North Coasters:

Intro #1

لو انت بتحب تقعد في الساحل على رواقه, فا الفيديو ده ليك
فودافون كاش تقدم...
اخترنا لك

Pilot Episode/Intro - The Organizers:

Intro #2

قاعد في الساحل وبتحب تنظم كل حاجة ليك ولصحابك؟ تعالى اقولك تعمل ايه!
فودافون كاش تقدم...
اخترنا لك

VF Cash Top Picks

Pilot Episode- Luxury North Coasters:

لو انت بتحب تقعد في الساحل على رواقه، فا الفيديو ده ليك
فودافون كاش تقدم...
اخترنا لك

طلعة الساحل بالنسبة لك يعني روقان، ومفيش حاجة تعكر مزاجك
مفهوم، فا لو عايز تاكل في حنة حلوة من غير ما تستنى
عندك Eatery – Smokery - Sachi

مش هضحك عليك، هتدفع كتير بس هتريح دماغك

ولو عايز تسهر في مكان قاعدته شيك و view لذيذ
تروح Pier – Galambo – Kikis

برضه هتدفع بس هتتبسط

دي كانت اختيارات فودافون كاش ازاى تطلع طلعة ساحل رايقة
استنونا نصايح تانية في الحلقات اللي جاية

A VF Cash Surprise

A VF Cash Surprise

Suggested personas:

- Budget Friendly North Coasters

Episodes Breakdown:

This episode will be a one-off with Shahd El Shater, we will be going on a surprise visit to a certain location (ex: Lakeyard) and she will be testing random people a persona test.

Engaging people will get an exclusive giveaway (a very cool designed cap reflecting their persona) alongside other discounts and gifts from VF Cash that are related to their persona.

A VF Cash Surprise

Suggested Host:
Shahd El Shater

Sample Persona Test:

تروح البحر ولا تسهر؟
جندو فلي ولا فريسكا؟
تحب الهدوء ولا تفرك؟
تفضل في مكان واحد ولا تروح كل الأماكن؟
تصرف براحتك ولا تعتمد على أصحابك المسيطرين؟



time frame

July & August

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	01	02	03
04	05	06	07	08	09	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31



VFC Top Picks



TikTok trends



VFC Surprises



A day with VFC

THANK YOU!