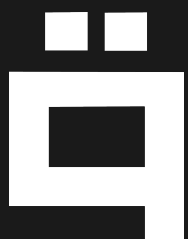


How G.O. Media Studio Helped Qiyam Coffee Build an Unmistakable Brand Identity and Drive Community Growth



**QIYAM
COFFEE**

SOLUTION

Brand Story Film
Authority Reels
Content Strategy

VERTICAL

Consumer Brand

CAMPAIGN KPI

Brand Awareness
Community Growth

CORE THEMES

Founder-led identity
Cultural storytelling
Authority suppression

"Working with G.O. Media Studio changed how people see us. Before, we were just another specialty coffee brand posting aesthetic shots. People would follow us but not really understand what made Qiyam different. We knew our story was powerful, we just did not know how to tell it in a way that made strangers feel it."

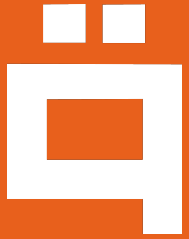
"From the first session, Joseph asked questions no one had ever asked me about my brand. He helped me see that the name Qiyam, the practice of rising before dawn, was not just a brand name. It was the most powerful thing I had, and it was completely invisible in our content. The origin film they produced changed everything. People now reach out not to ask about the coffee first, but about the story, the practice, what it means to me personally. Those people become our most loyal customers."

- Qiyam Coffee Founder

Overview

Qiyam Coffee launched with a powerful vision: to bring intentional, culturally rooted specialty coffee to the Houston market. Founded on the Islamic practice of qiyam, rising before dawn for prayer and reflection, the brand carried a story unlike anything else in the artisan coffee space. But that story was invisible online. The content looked like every other aesthetic coffee account, and the brand was blending into a crowded market.

G.O. Media Studio ran a StoryCore™ Authority Sprint that identified two root problems: Authority Suppression, the founder's cultural conviction and origin story were being filtered out in favor of generic specialty coffee aesthetics, and Identity Misalignment, where the brand's public presence had drifted away from what actually made it irreplaceable. The campaign rebuilt everything around the founder's story first, the product second.



**QIYAM
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Brand story film, authority reels and strategic content generated:

86,400 ORGANIC IMPRESSIONS IN 6 WEEKS, RESULTING IN

3,800+

page views on
qiyamcoffee.com
in 30 days

4.2%

of campaign reach
converted to first
purchase

218%

increase in
content
CTR

KM

Key Metrics and Results Summary

● ORIGIN FILM:

- 14,200 views across Instagram and YouTube within first 30 days
- 47 new DM inquiries referencing the film within two weeks of posting

● AUTHORITY REELS:

- Average 4,800 views per reel, 3.1x higher than previous content
- 612 new followers directly attributable to belief-based reel content

● BRAND IDENTITY SHIFT:

- Prospects began referencing the brand origin story before purchasing
- Customer articulation of brand difference shifted from vague to values-specific

● COMMUNITY GROWTH:

- 41% Instagram follower growth over 6 months
- Repeat purchase rate increased, existing customers citing story as reason for loyalty

40%

CTR increase
on authority
content

5.1%

avg engagement
rate vs 0.8%
prior baseline

2.4x

increase in
community
word-of-mouth