
HUBB

**BROWNS
X HUBB
CREATIVE**

CHRISTMAS CAMPAIGN REPORT

“12 BITES OF CHRISTMAS”

Browns brought Christmas to life through a creator-led tasting journey celebrating the best of its festive menu. The campaign positioned Browns as the destination for elevated yet joyful Christmas dining through rich visuals, authentic reactions, and shareable foodie moments.



INSIGHTS

- Engagement Rate 4.8%
 - Total Views 8,407
 - Total Comments 149
 - Total Repost 3
 - Total Shares 19
 - Likes 233
- [@HELLOSEVA](#)
- Click To View



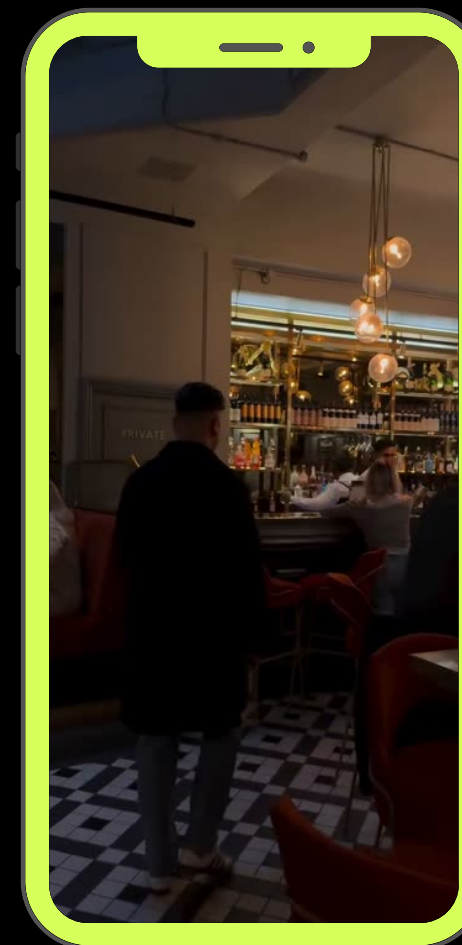
INSIGHTS

- Engagement Rate 3.9%
 - Total Views 4,567
 - Total Comments 25
 - Total Repost 2
 - Total Shares 1
 - Likes 149
- [@MANCHESTER.FOODIE](#)
- Click To View



INSIGHTS

- Engagement Rate 5.0%
 - Total Views 2,996
 - Total Comments 52
 - Total Repost 3
 - Total Shares 2
 - Likes 92
- [@SOMEBODYFEEDKAZ](#)
- Click To View



INSIGHTS

- Engagement Rate 1.9%
 - Total Views 56,948
 - Total Comments 119
 - Total Repost 10
 - Total Shares 204
 - Likes 773
- [@VINNIECOOKS](#)
- Click To View

CAMPAIGN INSIGHTS

TOTAL VIEWS: 72,918 | TOTAL COMMENTS: 345 | TOTAL LIKES: 1,247 | TOTAL REPOST: 18 | TOTAL SHARES: 226 | ENGAGEMENT RATE: 2.5%



“THE FESTIVE FEAST POP-UP”

Browns brought its festive dining experience beyond the restaurant and into the real world with a magical surprise pop-up activation designed to stop people in their tracks.

INSIGHTS

- Engagement Rate
0.5%
- Total Views
120,623
- Total Comments
44
- Total Repost
5
- Total Shares
25
- Likes
493



STORY INSIGHTS

- Story 1
2,986
- Story 2
2,986
- Story 3
2,973
- Total Views
8,945
- Average Interactions
1,467
- Engagement Rate
3.5%

[@THEMUMMY.MOTIVATOR](#)

CAMPAIGN INSIGHTS

TOTAL VIEWS: 8,945 | TOTAL COMMENTS: 44 | TOTAL LIKES: 493
 TOTAL REPOSTS: 5 | TOTAL SHARES: 25 | TOTAL INTERACTIONS: 4,401 | ENGAGEMENT RATE: 3.5%