

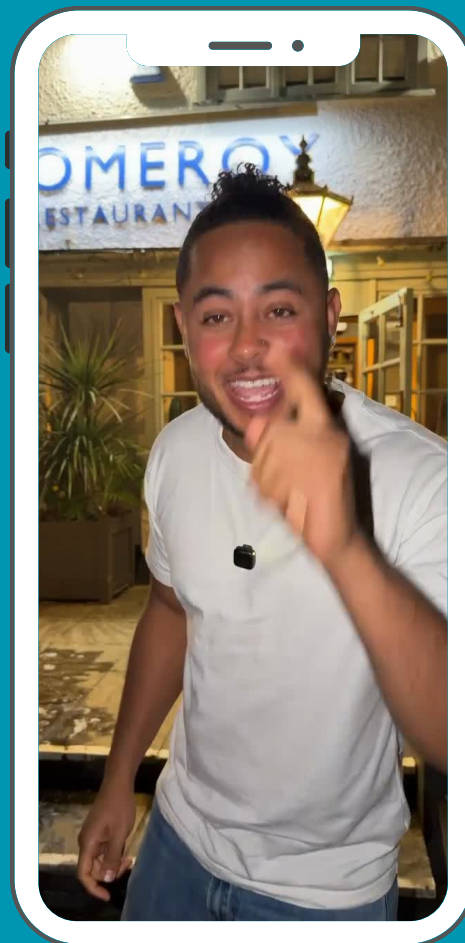


EGO MEDITERRANEAN
X HUBB
CREATIVE

PAID & GIFTED CAMPAIGN REPORT

SPANISH NIGHT - 5TH MARCH 2026

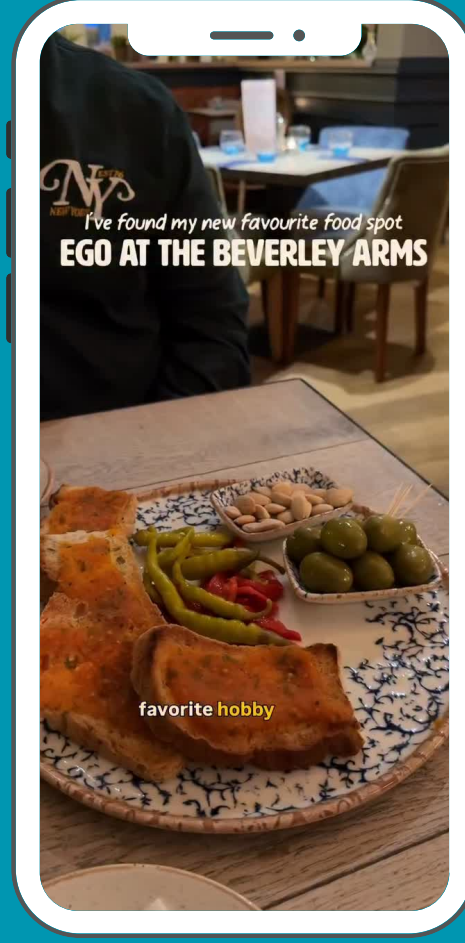
Spanish Night was a themed dining activation hosted across selected EGO locations, designed to bring the Mediterranean-inspired offering to life through a more immersive, occasion-led experience. The evening showcased a curated menu of Spanish-style dishes, vibrant atmosphere and social dining moments, positioning EGO as more than just a restaurant, but a destination for themed experiences.



INSIGHTS

- Engagement Rate 2.54%
- Total Views 12,372
- Total Comments 12
- Total Repost 4
- Total Shares 6
- Likes 292

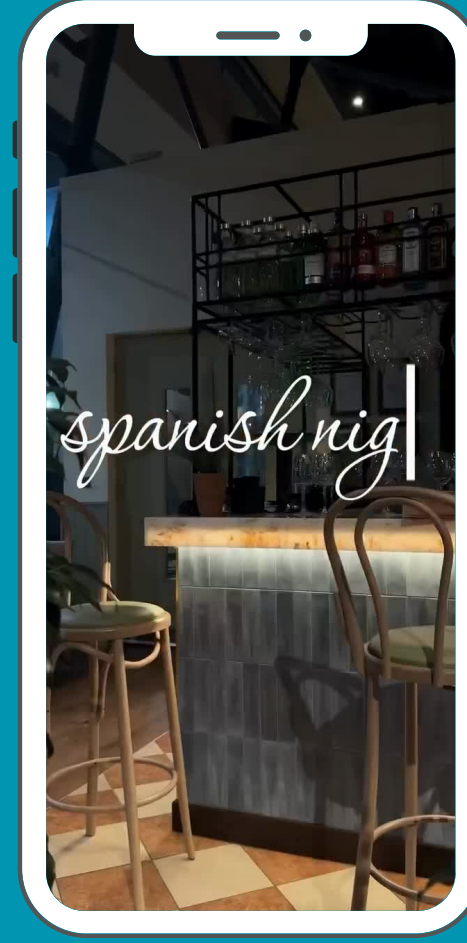
@MAXILLICIOUS



INSIGHTS

- Engagement Rate 3.73%
- Total Views 20,018
- Total Comments 28
- Total Repost 1
- Total Shares 301
- Likes 417

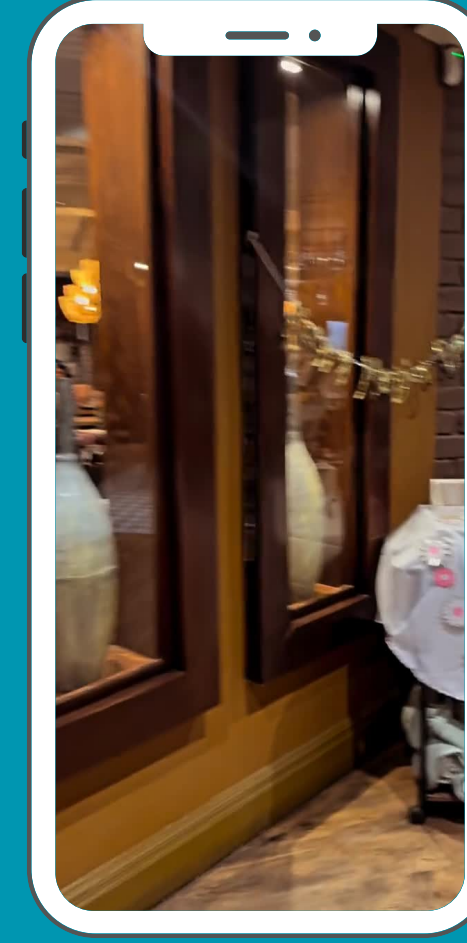
@CHLOE_HANSARD



INSIGHTS

- Engagement Rate 1.87%
- Total Views 3,270
- Total Comments 0
- Total Repost 0
- Total Shares 2
- Likes 59

@LAURENWRIIGHTT



INSIGHTS

- Engagement Rate 6.67%
- Total Views 1,379
- Total Comments 4
- Total Repost 1
- Total Shares 0
- Likes 87

@WORCESTERSHIREFOODIESGUIDE



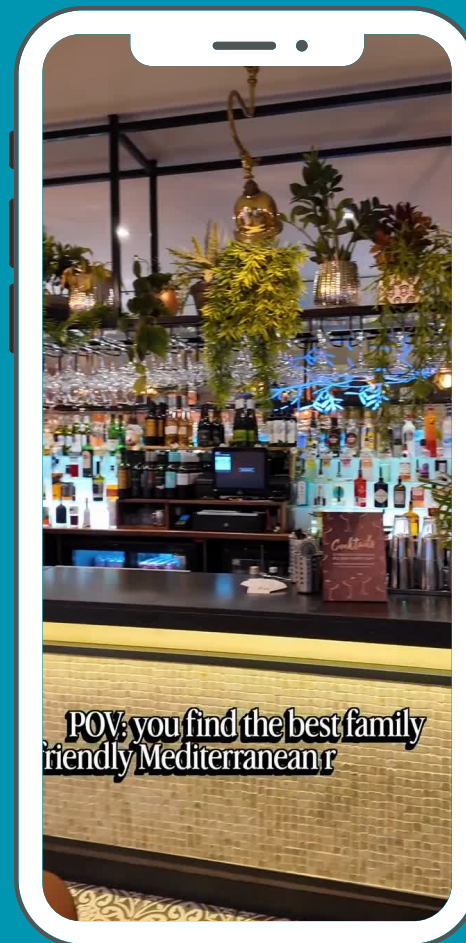
CAMPAIGN INSIGHTS

TOTAL VIEWS: 37,039 | TOTAL COMMENTS: 44 | TOTAL LIKES: 855 | TOTAL REPOST: 6 | TOTAL SHARES: 309 | ENGAGEMENT RATE: 3.28%

Spanish Night content delivered strong engagement (3.28%), demonstrating clear appetite for event-led dining experiences.

GIFTED/PAID EVER GREEN CONTENT

Evergreen Content: Creators visited local EGO sites and produced authentic, lifestyle-led content positioned around everyday dining moments such as date nights, catch-ups and social occasions, helping embed EGO into their audience’s regular dining consideration set. This content focused on showcasing the core EGO experience year-round, including food, atmosphere, service and occasion-led dining. Creators also introduced EGO Club as part of the content, supporting awareness of membership benefits and driving consideration to join.



INSIGHTS

- Engagement Rate 6.28%
- Total Views 4,488
- Total Comments 38
- Total Repost 13
- Total Shares 0
- Likes 231

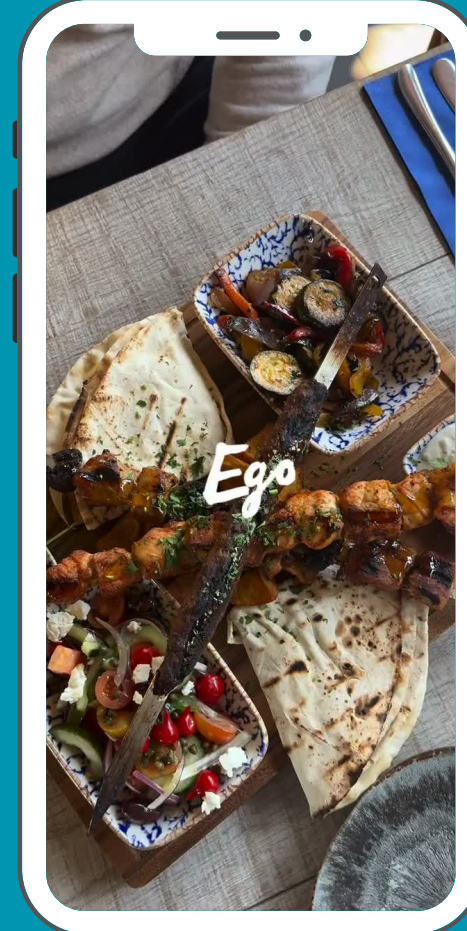
@LIFE_WITHAIMEE.X



INSIGHTS

- Engagement Rate 2.39%
- Total Views 9,536
- Total Comments 29
- Total Repost 7
- Total Shares 81
- Likes 111

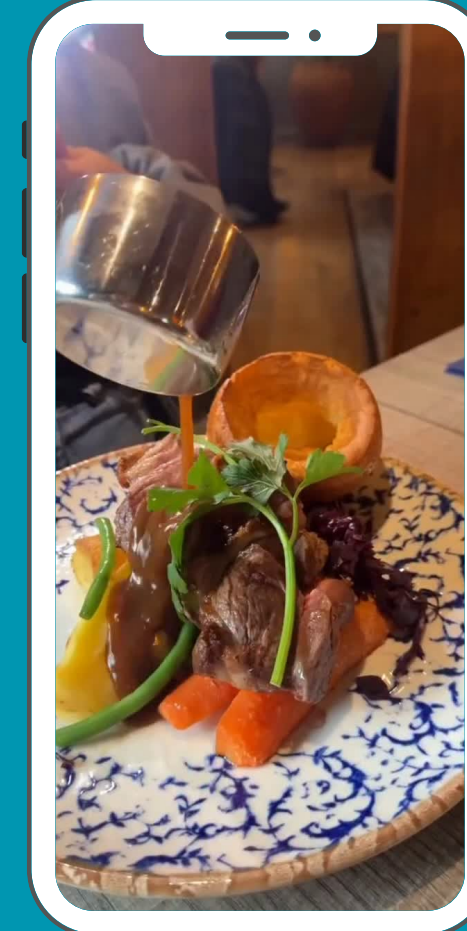
@TRAVELFROMESSEX



INSIGHTS

- Engagement Rate 21.15%
- Total Views 4,511
- Total Comments 136
- Total Repost 8
- Total Shares 171
- Likes 639

@@VINNICOOKS



INSIGHTS

- Engagement Rate 0.81%
- Total Views 32,183
- Total Comments 13
- Total Repost 1
- Total Shares 55
- Likes 193

@LIFEINCHESTER



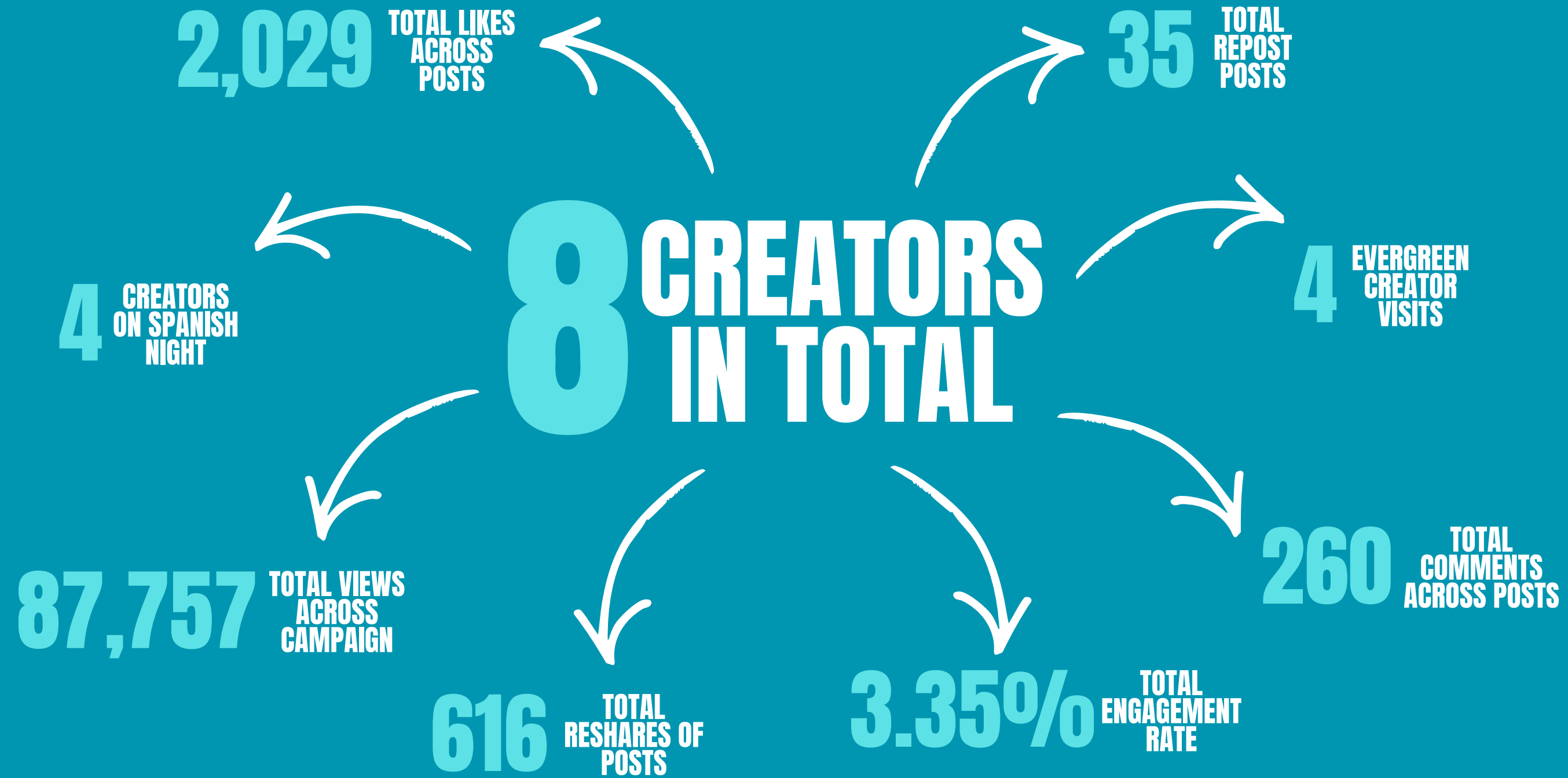
CAMPAIGN INSIGHTS

TOTAL VIEWS: 50,718 | TOTAL COMMENTS: 216 | TOTAL LIKES: 1,174 | TOTAL REPOST: 29 | TOTAL SHARES: 307 | ENGAGEMENT RATE: 3.40%

Evergreen content drove the highest overall reach (50.7K views), reinforcing EGO as a go-to everyday dining destination.

Standout performance from @vinniecooks with a 21% engagement rate

OVERVIEW



KEY TAKEAWAYS

The campaign successfully drove 87.7K views across 8 creators, with strong engagement (3.35%) and clear resonance across both event-led and evergreen content

- **Strong engagement across all creators, with above-average ER (~3.35%)**
- **Event-led content (Spanish Night) drove strong audience interaction**
- **Evergreen content delivered the highest reach and consistency**
- **Over-delivery on creators increased overall campaign scale**

Content successfully positioned EGO as both an occasion-led and everyday dining destination
