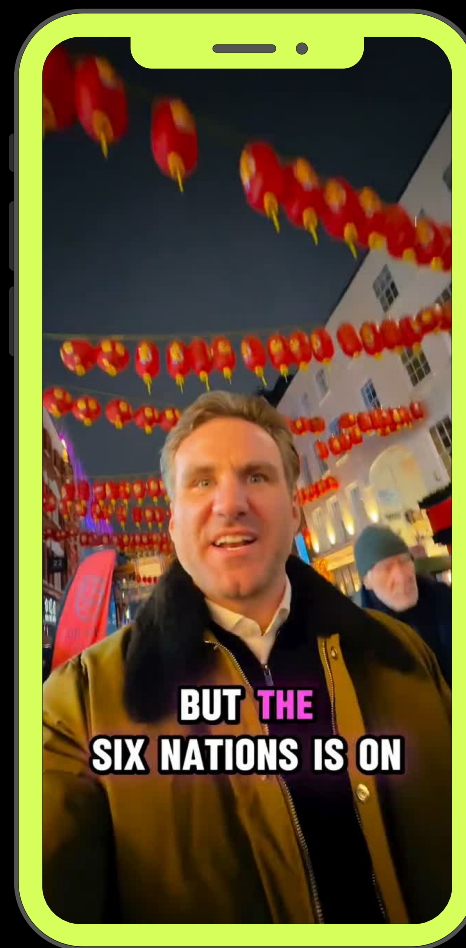

HUBB

O'NEILL'S
X HUBB
CREATIVE

WARDOUR STREET CAMPAIGN REPORT

REOPENING

The **Wardour Street reopening campaign** was designed to reintroduce O'Neill's as a flagship Soho venue known for live music, late-night atmosphere, and major social occasions. Influencers captured the venue's energy, crowd atmosphere, and Irish pub experience to position O'Neill's Wardour Street as a go-to destination for nights out, and live music.



INSIGHTS

Engagement Rate
1.6%

Total Views
66,345

Total Comments
44

Total Repost
11

Total Shares
206

Likes
816

@BENINTHEMIX



INSIGHTS

Engagement Rate
1.8%

Total Views
32,938

Total Comments
33

Total Repost
7

Total Shares
120

Likes
436

@PADDY.MERRITT



INSIGHTS

Engagement Rate
2.9%

Total Views
6,058

Total Comments
9

Total Repost
3

Total Shares
20

Likes
141

@OJRUGBY



CAMPAIGN INSIGHTS

TOTAL VIEWS: 105,341 | TOTAL COMMENTS: 86 | TOTAL LIKES: 1,393 | TOTAL REPOST: 21 | TOTAL SHARES: 346 | ENGAGEMENT RATE: 1.75%

PODCAST NIGHT

O'Neill's Wardour Street hosted a live podcast recording with The Good, The Bad & The Rugby as part of the Six Nations activity. Influencers were invited to capture the atmosphere, Guinness moments, and live audience energy, positioning O'Neill's as a key destination to watch rugby, attend live events, and experience match-day atmosphere.



INSIGHTS

Engagement Rate
0.8%

Total Views
6,523

Total Comments
6

Total Repost
5

Total Shares
3

Likes
40

@SMERKTV



INSIGHTS

Engagement Rate
1.9%

Total Views
18,697

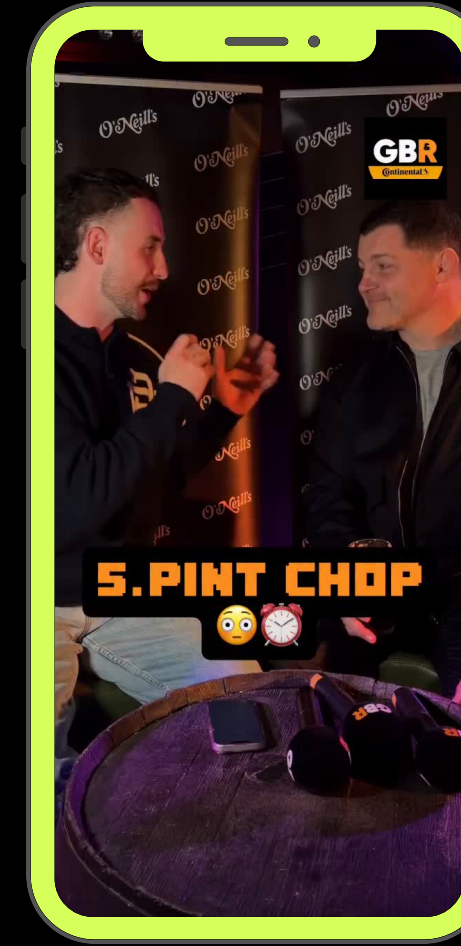
Total Comments
14

Total Repost
3

Total Shares
97

Likes
239

@THOSEPUBGUYS



INSIGHTS

Engagement Rate
3.53%

Total Views
3,112

Total Comments
1

Total Repost
2

Total Shares
0

Likes
107

@OJRUGBY



CAMPAIGN INSIGHTS

TOTAL VIEWS: 28,332 | TOTAL COMMENTS: 21 | TOTAL LIKES: 386 | TOTAL REPOST: 10 | TOTAL SHARES: 100 | ENGAGEMENT RATE: 1.82%

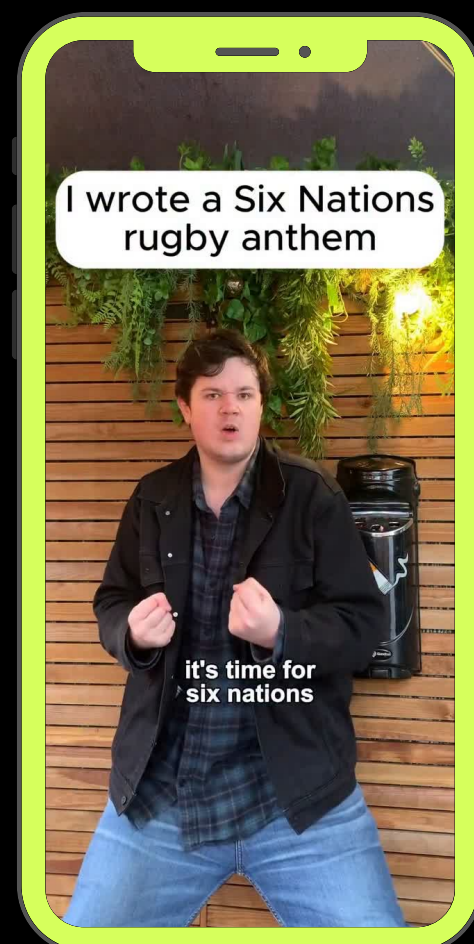
SIX NATIONS

The **Six Nations campaign** positioned O’Neill’s as a key destination to watch live sport, focusing on match-day atmosphere, Guinness moments, and fan culture. Influencers captured in-venue energy, crowd reactions, and rugby-related content, helping reinforce O’Neill’s as a go-to venue for watching the Six Nations with friends in a lively Irish pub environment.



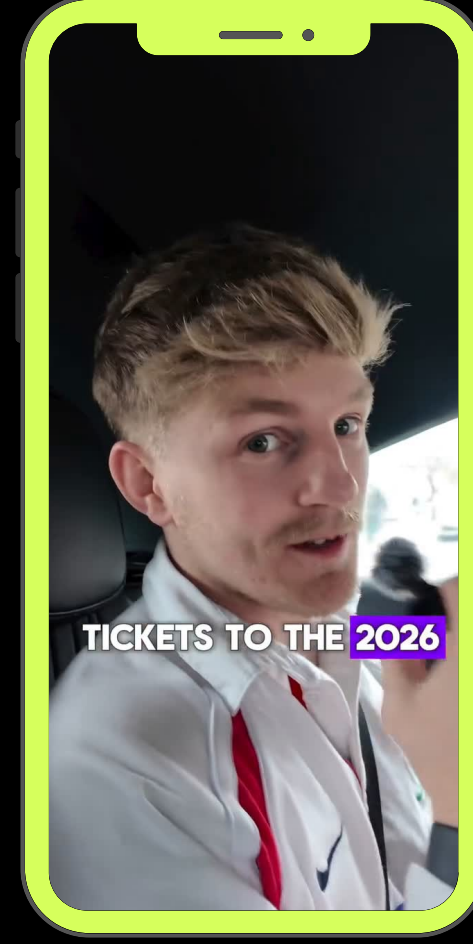
INSIGHTS

- Engagement Rate 0.9%
- Total Views 31,973
- Total Comments 7
- Total Repost 2
- Total Shares 23
- Likes 263
- @BENIN THEMIX



INSIGHTS

- Engagement Rate 1.6%
- Total Views 8,071
- Total Comments 5
- Total Repost 2
- Total Shares 0
- Likes 121
- @PADDY.MERRITT



INSIGHTS

- Engagement Rate 2.4%
- Total Views 6,806
- Total Comments 8
- Total Repost 3
- Total Shares 8
- Likes 142
- @RUGBYREALITY



INSIGHTS

- Engagement Rate 4.3%
- Total Views 7,256
- Total Comments 14
- Total Repost 0
- Total Shares 26
- Likes 269
- @KRISTOF.ORO



CAMPAIGN INSIGHTS

TOTAL VIEWS: 54,106 | TOTAL COMMENTS: 795 | TOTAL LIKES: 34 | TOTAL REPOST: 7 | TOTAL SHARES: 57 | ENGAGEMENT RATE: 1.65%



MAHOU TERRACE

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
2.3%

Total Views
8,710

Total Comments
44

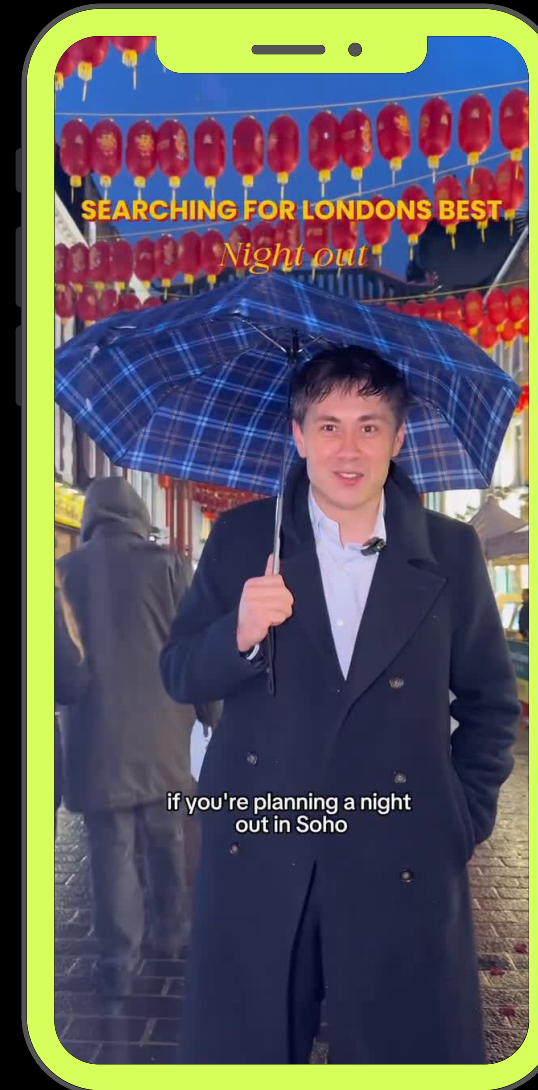
Total Repost
0

Total Shares
25

Likes
131



Click To View



STORY INSIGHTS

Story 1
1,652

Total Views
4,087

Story 2
1,231

Average Interactions
218

Story 3
1,204

Engagement Rate
16.0%

[@NICK.SHOWERING](#)

CAMPAIGN INSIGHTS

TOTAL VIEWS: 12,797 | TOTAL COMMENTS: 44 | TOTAL LIKES: 131
 TOTAL REPOSTS: 0 | TOTAL SHARES: 25 | TOTAL INTERACTIONS: 418 | ENGAGEMENT RATE: 3.27%