

OSMOW'S MEDITERRANEAN | CASE STUDY

2X

Revenue

Established locations saw a +104% increase in sales versus the same period the previous year

1,300+

Restaurant Visits

Attributed in-restaurant visits across 2 pilot locations the first 90 days of the campaign

4-5X

Return on Ad Spend

Increase on ROAS versus Osmow's benchmarks

Osmow's Converts Real Engagement into Real Sales

Objective

Osmow's is one of the fastest-growing QSR chains in North America. To stand out in such a competitive marketplace, the brand sought out new methods of reaching new consumers to drive traffic to new and existing locations across the United States.

Solution

Scale Social implemented a multi-channel UGC capture strategy to turn everyday customers into content creators sharing their Osmow's experience. Our automated AI engine transforms raw UGC into high-performing placement-ready assets deployed across social, search and other digital channels, connecting with new audiences where discovery on their terms and in their own voice.

Result

Osmow's locations saw an almost immediate impact with increased foot traffic resulting in more than a doubling of revenue within the first 90 days of the campaign.

