

CASE STUDY

Wagdy Restaurant

Turning a small, no-frills local restaurant into a talked-about page — on a shoestring budget

Team Leader & Media Buying • Community Engagement • Zagazig, Egypt • Dec 2020

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Where I Started

One of my earliest projects — Wagdy Restaurant, Zagazig, December 2020

This is one of the projects closest to my heart. I worked on it at Trend Agency — a small agency, modest in its pricing and capabilities — where Wagdy Restaurant was one of our clients.

Wagdy is a small, unpretentious restaurant in Zagazig — my own hometown — serving popular Egyptian street food: kofta, liver, and the like. The food was genuinely delicious, even if the branding around it was as modest as the restaurant itself.

Dec 2020 — The Start

Joined Trend Agency and took on Wagdy as Team Leader and media buyer — one of my earliest chances to run an account from strategy through execution.

Why It Stayed With Me

Despite a tiny budget and limited production quality, we turned Wagdy's page into a genuinely well-known name across Zagazig — proof that strategy and personality can outweigh polish.

Working With What We Had

Being honest about the constraints made this project what it was

This wasn't a big-budget account, and it never pretended to be. The existing logo was a rough riff on McDonald's own mark (not something our team designed — it came with the brand), food photography quality was inconsistent, and the entire monthly media budget sat around 2,000 EGP.

None of that was hidden from the strategy — it shaped it. With little room for polished production, the plan leaned entirely on personality, humor, and community instead of visual perfection.

The Logo

An existing mark visibly inspired by McDonald's own arches, already in place before our team took over — modest, a little on-the-nose, and part of the charm.

The Photography

Food photography quality varied — not always doing the food's real flavor justice, a known limitation we worked around rather than pretended didn't exist.

The Budget

Around 2,000 EGP a month total — individual ad sets in this deck were funded at 100–600 EGP lifetime, not per day.

The Team & The Process

A small crew running a full monthly content-and-ads cycle

Team Leader & Media Buyer (me)

Set the strategy, ran paid campaigns, and analyzed results at month's end.

Graphic Designer

Built the visual creative for every campaign and organic post.

Content Creator

Wrote the copy and concepts behind every post and ad.

Moderator

Published content and handled every comment and message in the brand's voice.

The Monthly Cycle

1

Research the market, the client, and competitors

2

Brainstorm ideas as a team

3

Design & write the content

4

Publish & moderate in the brand's tone

5

Run the ads

6

Analyze results, double down on what worked

...then the cycle repeats, sharper each time.

The Strategy — Humor, Memes & Community

Making people feel like family, not customers

With little room to compete on production value, the strategy leaned entirely on personality: memes, comedy, and fast, warm replies to every comment and message — the page talked to people the way a friend would, not a brand.

Contests were a recurring tool too — low-cost, high-participation formats that turned followers into active contributors instead of passive viewers.

“اللي ماسك الماركeting دماغه جامدة” 🤪

A real comment from the page — people didn't just enjoy the content, they were impressed enough by it to say so directly.

The clearest proof: people who discovered by chance that this small agency ran Wagdy's page were consistently surprised — they already followed it, already loved the content, and hadn't realized the connection.

Spotlight — Love & Belonging

Two ad-set pairs: paid results (top) and the real organic post (below)

The Proposal Ad — “صالحها عند وجدي”

Ad Name	Results	Reach	Impression	Frequency	Post Reactions	Post Comment	Cost per Result	Cost per 1,000 People Reached	Amount Spent	Budget
...ة مع حبيبك	1,967	45,111	71,983	1.60	1,052	65	ج.م 0.27	ج.م 11.75	ج.م 530.27	ج.م 600.00
	Post Enga...						Per Post Eng...			Lifetime

Paid: 1,967 results • 45,111 reach • 71,983 impressions • 0.27 EGP/result • 530.27 EGP spent

مطعم وجدي June 3

البنات اتغيرت خالص يا أيتها
لحم القلب على المعدة. واستغفر عن الورع وعملوا بكونه شوكولاتة
وبما إن الألبه القليل وبقا أقرب طريق القلب معتمدا
اعزبها تلوكي على عشا روماني في وجدي وعليكه فدان في اختيار الهدايا
📍: الفرانق/الإشارة خلف بوليس الجديدة أمام مسجد أبو عاصم
للحجز والتليفون: 0552315554 - 01004001464
والعجيد ابن وجدي. يوجد بلع بالفلان

صالحها عند وجدي

50,871 People Reached 7,634 Engagements

Boost Post

79 Comments 2 Shares

Organic post: 50,871 reached • 7,634 engagements • 79 comments • 2 shares

The Community Post — “اللمة تحلى عند وجدي”

Ad Name	Results	Reach	Impression	Frequency	Post Reactions	Post Comment	Cost per Result	Cost per 1,000 People Reached	Amount Spent	Budget
اللمة في المطعم	452	6,610	7,270	1.10	221	7	ج.م 0.12	ج.م 7.88	ج.م 52.06	ج.م 100.00
	Post Enga...						Per Post Eng...			Lifetime

Paid: 452 results • 6,610 reach • 7,270 impressions • 0.12 EGP/result • 52.06 EGP spent

مطعم وجدي May 22

أعنا في وجدي نحب اللمة ونحب لها احترام وتقدير
وعشان اللمة الحارة مايقترش لحد لأ...
عندكم المطعم الجديد بمساحة أكبر وتصميم مناسب كل الزوايا
في مطعم وجدي الجديد تقار ترونا مع عيلتك أو أصدقائك في أي وقت
📍: الفرانق/الإشارة خلف بوليس الجديدة أمام مسجد أبو عاصم
للحجز والتليفون: 0552315554 - 01004001464
والعجيد ابن وجدي. يوجد بلع بالفلان

اللمة تحلى عند وجدي

11,535 People Reached 1,720 Engagements

Boost Post

14 Comments 1 Share

Organic post: 11,535 reached • 1,720 engagements • 14 comments • 1 share

Spotlight — Mars Burger & The Meme Contest

A creative food concept, and the contest that went properly viral

Wagdy on Mars — kofta sandwich creative

Ad Name	Results	Reach	Impress	Frequency	Post Reactions	Post Comments	Cost per Result	Cost per 1,000 People Reached	Amount Spent	Budget
وقى على المريخ...	734 Post Engag...	17,412	23,128	1.33	487	33	ج.م 0.22 Per Post ...	ج.م 9.35	162.72....	ج.م 200.00 Lifetime

Paid: 734 results • 17,412 reach • 23,128 impressions • 0.22 EGP/result • 162.72 EGP spent

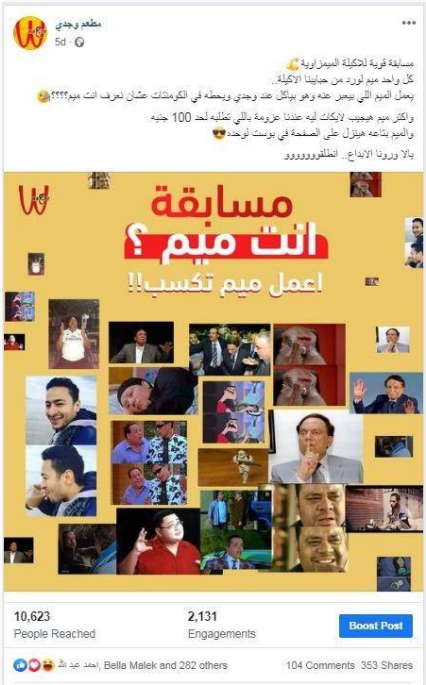


Organic post: 20,362 reached • 3,015 engagements • 39 comments • 3 shares

The “انت ميم؟” Meme Contest

Ad Name	Results	Reach	Impression	Frequency	Post Reactions	Post Comment	Cost per Result	Cost per 1,000 People Reached	Amount Spent	Budget
انت ميم	397 Post Enga...	8,014	13,823	1.72	243	29	ج.م 0.50 Per Post Eng...	ج.م 24.96	ج.م 200.00	ج.م 200.00 Lifetime

Paid: 397 results • 8,014 reach • 13,823 impressions • 0.50 EGP/result • 200.00 EGP spent



Organic post: 10,623 reached • 2,131 engagements • 104 comments • 353 shares

Spotlight — The Museum Ad & The Food Photo Dump

A playful cultural nod, and the single best-performing post of the account

Wagdy in the Egyptian Museum

Ad Name	Results	Reach	Impression	Frequency	Post Reactions	Post Comment	Cost per Result	Cost per 1,000 People Reached	Amount Spent	Budget
المتحف القومي	372 Post Enga...	10,088	12,914	1.28	257	14	ج.م. 0.27 Per Post Eng...	ج.م. 9.91	ج.م. 100.00	ج.م. 100.00 Lifetime

Paid: 372 results • 10,088 reach • 12,914 impressions • 0.27 EGP/result • 100.00 EGP spent

متحف وجدي
April 4 · 🌐

من ضمن ما تم نقله في المركب المرممات الملكية
ستدشن ككتة من وجدي كان في مقتنيات الملكة حتشبسث الثالث
والتي عليه ديليري سنة 1457 ق.م. بين الملحق بكتله بشأن انشال في معركة مجيدو 🏆
تحتس الثالث كان زبون ديم عتدا: اسمك اكنة بلونكي وكين الملوك بيجود 🏆
نقل تترج طبع ستونشلتا في المتحف القومي للبحارة من ضمن مقتنيات الملوك
أو نقل ملابهم البلياري وبقلي انت ملك الملوك ❤️
الخران : الإشارة خلف بوليس الشدة أمام مسجد أبو هاشم
للحجز والديلييري : 0552315554 - 01004001464

وجدي
للي المتحف القومي
للحضارة

عاشق ربة هيبو

055 231 5554
0100 400 1464

16,547
People Reached

2,158
Engagements

Boost Post

Omnia Attia, Esraa Mahmoud and 308 others · 21 Comments 7 Shares

Organic post: 16,547 reached • 2,158 engagements • 21 comments • 7 shares

The Food Photo Dump — real dishes, real comedy

Ad Name	Results	Reach	Impressic	Frequency	Post Reactions	Post Comments	Cost per Result	Cost per 1,000 People Reached	Amount Spent	Budget
New Ad	10,765 Post Engag...	65,933	124,203	1.88	519	100	ج.م. 0.05 Per Post ...	ج.م. 7.58	ج.م. 500.00...	ج.م. 500.00 Lifetime

Paid: 10,765 results • 65,933 reach • 124,203 impressions • 0.05 EGP/result • 500.00 EGP spent

متحف وجدي
January 3 · 🌐

جريت تاكل عتدا في وجدي؟
أصغله أو جريت حكتكف الله باشا الباتوات 🏆
حاتوق الجوارسي بانعا قنص بالسلطة كده 🏆
ورثند قعدة من الطرب قنص كل اللطعات الحلوة التي عيشتها قبل كده
ورغم الله اكيد حشبع بسرعا: من ده مش معاد الله حشعل اكل 🏆
لأن اكنا دوامة حشبعك من أول قعدة، حشعل فيها ومش حشبع منها إلا لما بعثك تتركك حشبع شطيدا،
معشش في مساحة 🏆
حتشاجي بالمعاملة النونكي في مطعم وجدي، ده لانه الباشا الحشبي
تعالى كل عتدا في وجدي وجريت لتعامل المعاملة التي كسناها، معاملة الباتوات ❤️
الخران : الإشارة خلف بوليس الشدة، أمام مسجد أبو هاشم

وجدي

70,695
People Reached

21,469
Engagements

Boost Post

Mohamed Abdellatif, and 559 others · 111 Comments 8 Shares

Organic post: 70,695 reached • 21,469 engagements • 111 comments • 8 shares

The Numbers, Combined

Six real campaigns from this export — modest spend, outsized reach

1,545.05

EGP total spent (6 ad sets)

14,687

Total paid results

180,633

Combined organic reach

38,127

Combined organic engagements

374

Organic shares generated

0.05–0.50

EGP cost per result range

Figures shown are from the six ad-set/post pairs preserved in this export, not a certified full-account total — the real account ran many more campaigns across roughly a year at Trend Agency. No revenue or order-count figures are available: Wagdy, like most small Egyptian businesses at the time, didn't share exact sales numbers — a common cultural norm rather than a red flag. The relationship stayed positive throughout, ending only when I moved on from Trend Agency.

What This Proved

Early-career work that still holds up

Strategy beats budget

Built genuine local fame on a ~2,000 EGP/month budget by leaning on personality instead of production value.

Full-cycle ownership

Led a small team as Team Leader — research, brainstorming, creative direction, and media buying, end to end, every month.

Brand voice at scale

Built a consistent, comedic brand voice sustained across every comment and message, not just the ads themselves.

Community over reach

Turned a small local restaurant's page into something people were proud to have discovered — the clearest sign the strategy worked.

Omar Elattar

Proof that a small budget, a good team, and the right voice can build something real.

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