

Case Study: Ocean Prime

Ocean Prime is a nationally acclaimed steakhouse and seafood restaurant brand from the award-winning Cameron Mitchell Restaurants group.

The Request

Cameron Mitchell Restaurants partnered with inKind to expand their marketing reach and drive increased guest traffic across Ocean Prime locations.

The Solution

inKind launched email, content, and app-based marketing strategies that drove stronger guest engagement and increased new guest visits—all while maintaining the same high guest quality.

The 2-Month Results

- 28,000+ unique brand impressions via the inKind app
- 2,400 new email subscribers
- 2,200+ new guests driven to Ocean Prime locations
- 59% of inKind-driven guests dined on off-peak days
- 47% of inKind-driven guests traveled 5+ miles to visit

