

The Digital Transformation of a Local Shawarma Brand

From fragmented street-food marketing to a scalable, automated digital ecosystem.

01. The Challenge

Shawarma House possessed a world-class culinary product, but suffered from **fragmented local marketing**. Like many independent QSR businesses, their digital footprint was an afterthought. The brand lacked a unified design system, causing social media assets, print posters, and the website to look disconnected. Furthermore, generating new marketing materials for weekly promotions required waiting on freelance designers, causing severe bottlenecks in foot-traffic acquisition.

02. The Solution

A. Unified Web Ecosystem

We built a lightning-fast React application that encapsulated the brand's new visual identity. Deep 'Charcoal' backgrounds contrasting with 'Harissa Orange' and 'Saffron Gold' instantly communicated a premium, yet authentic street-food vibe.

B. Custom Poster Engine

We developed a proprietary, browser-based **Poster Maker Engine**. It allows managers to instantly generate print-ready or social-ready PNG posters by adjusting typography, coordinates, and brand colors on top of pre-approved high-fidelity food assets.

03. Technical Architecture

- **HTML5 Canvas Export:** The generator utilizes 2D Canvas APIs with precise `colorSpace: 'srgb'` matching and automated word-wrapping to guarantee 1:1 fidelity.
- **Design System Enforcement:** Hardcoded hex values (#FF6B35, #FFB347) prevent franchisees from breaking brand guidelines.
- **Responsive State Management:** React hooks maintain real-time absolute positioning (X/Y coordinates) overlaying CSS Grid structures.

04. The Impact

10x

**FASTER ASSET
CREATION**

100%

BRAND CONSISTENCY

\$0

**ONGOING AGENCY
FEES**

By moving from an outsourced dependency model to an empowered internal toolset, Shawarma House now reacts to market demands in minutes, not days.

**SHAWARMA
HOUSE**