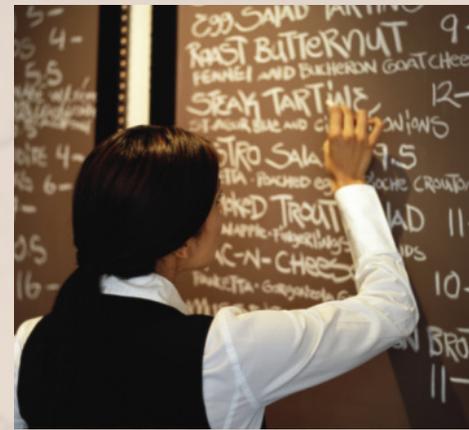


Recipe for Success



 **HILTON**
WORLDWIDE

Your local restaurant and bar
marketing checklist and toolkit

Welcome to a new world of local opportunity.

Here is your interactive guide and resource center for creating effective communications. Together we shall plan, position and promote your local hotel, restaurant and bar to maximize your competitive advantage and to build a loyal customer base.

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Why bother?

Your hotel restaurant and bar competes with the very best local restaurants and bars in town, not other hotels. It's therefore very important that we start to think about how we can compete effectively with them, using innovative and intelligent communication strategies for increasingly savvy customers.

We know that it's our amazing people that make all the difference.

Our passion for service, attention to detail, creativity and ingenuity are what makes us great.

Our local people are our brand ambassadors. No one knows our customers better than they do. Be they front desk, concierge, or the restaurant staff themselves, recognition, respect and consistency are the bedrock of any great service experiences, creating an infectious buzz and spreads word of mouth, either face-to-face or online.

These marketing communications guidelines have been created to help you compete with an ever more sophisticated generation of local restaurants and bars.

Clarity, consistency, creativity and leadership are the hallmarks of successful communications - communications that change perceptions, build awareness and generate loyalty.

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Why bother? cont.

We want to help you create local destinations-restaurants and bars that just happen to be in a hotel. The unique and exciting challenge to our community of hotel restaurants is to maintain an authentic sense of autonomy while drawing on vital corporate resources like this guide.

Today's reality is that hotel guests alone cannot drive profitable revenue for our community of restaurants. We must work hard to attract and appeal to local customers. We must create appealing destinations for them.

Food and beverage is increasingly being recognized as a critical contributor to a hotel's positioning and profit. 30% of a hotel's revenue comes from F&B, a figure expected to grow 2.2% annually through 2016. Your work is a critical contributor to our success!

These practical and pragmatic guidelines have been especially created to help you implement communications that work. We've cut through jargon to inspire and to equip you with tools and templates for making a positive impact in your markets.

Beth and Mark

Hilton Worldwide Food & Beverage Innovation & Communications.

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**Guidelines are a
lifejacket,
not a
straightjacket.**

**SUPPORT & INSPIRATION
NOT
CONTROL & RESTRICTION**



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[Understanding your local market](#) | [Ask Yourself](#) | [Competitor Review](#) | [SWOT Analysis](#) | [Defining your USP](#)

Understanding your Local Market

A common sense approach

This checklist outlines some of the basic steps necessary in determining what the **local market** might be for your restaurant and bar.

Step 1: Research, research, research.

Research the local economy, growth areas, and transportation network and restaurant industry in your area.

Step 2: What might your guests want?

Research and know your local customers in terms of their lifestyles, attitudes and behaviors. Target them with the right food concept.

Step 3: Get creative, carve a niche.

Using findings from Steps 1 & 2, create your restaurant's brand proposition and work with your chef to develop a menu.

Step 4: Be different.

Complete a SWOT analysis to list and compare your offer. Create a meaningful point of difference through food, ambience and service.

Step 5: Hire the right people.

Lead by example, inspire yet provide structure. Performances manage. Listen to your team. Have a well-orchestrated operation.

Step 6: Keep reaching out.

Determine the best ways to inspire, capture and retain your customers. Consider wide and varied ways to spread the word and create a buzz.

[CLICK HERE FOR MARKET ANALYSIS TEMPLATE](#)

Ask Yourself: (And your team)

1. What's driving the local economy?
2. What's within a 5-mile radius?
3. What's the main transport infrastructure?
4. Where are the local growth areas?
5. What's the local neighborhood makeup?
6. Is there a local civic or military influence?
7. What is the local to visitor ratio?
8. What are the demographics of the visitors?
9. What has failed locally and why?
10. Is there a weekday to weekend variation?
11. What are the seasonal variations?
12. Who is the competition? What do they offer?
13. What time do people eat and why?
14. What will make you stand out?
15. What will make people come back?

Competitor Review

1. Positioning
2. Target Customer
3. Offer & Menu
4. Strengths
5. Price-Point
6. Service Style
7. Marketing Strategy
8. Environment & Design

Always keep close to heart the fact that your primary competition are other local restaurants.

Your hotel guests will very rarely venture out to a competitor hotel restaurant, but they will seek out the best local restaurants in town.

As such, these establishments are your key concern as they are your competition. Research and investigate your competition within a 5-mile radius. As a team, have an insightful view on their:

*Always be aware of
new entrants, successes
and failures.*

*Constantly analyze
who is doing what,
where and why.*

SWOT Analysis

The outcome of this exercise will form the basis of your business strategy, which will, in turn, influence your marketing plan and restaurant positioning.

Refer to benchmarks and examples from within and outside of the restaurant and hotel industries to enrich and inform your explorations and discussions.

As a team, brainstorm together to explore and define your:

Strengths

Weaknesses

Opportunities

Threats

Defining your Unique Selling Point

Your **Unique Selling Point** is the central strategic idea that becomes your competitive advantage and point of difference.

Your USP should be derived from the output of your SWOT analysis - the defining and central idea that captures the key opportunity.

Your USP provides the context for your Vision and/or Mission – the central, inspiring and all-encompassing idea that provides meaning and unity to all you do.

Credible

Relevant

Ask yourself, is my USP:

Different

Stretching

Meet Our Guests

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Meet our guests

Our key guest profiles

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Be aware of how their needs might change throughout the day and how you may need to adapt your offer and experience to cater to their changing needs.

For example, at breakfast time, they may be starved for time and require speed and efficiency. Whereas lunchtime is more about communal dining, be it business or pleasure. Evening meals may be a combination of both and the dynamic can dramatically change from early evening to late night.

Successful restaurants and bars adapt elegantly to the changing needs of guests while providing overall consistency of product and service.

It's the little things they remember . . .

Business:

Research and know your local customers in terms of their lifestyles, attitudes and behaviors. Target them with the right food concept.

Leisure:

Using findings from Steps 1 & 2, create your restaurant's brand proposition and work with your chef to develop a menu.

Frequent:

Lead by example, inspire yet provide structure. Performances manage. Listen to your team. Have a well-orchestrated operation.

Non-frequent:

Determine the best ways to inspire, capture and retain your customers. Consider wide and varied ways to spread the word and create a buzz.

Striving To Be Local

You have two
key audiences:

1. Hotel Guests
2. Local Customers

There will be times when the Hilton Worldwide master brand is an asset in helping to compete with the best local restaurants and bars, and, times when an autonomous, local brand positioning is more effective.

The decision to promote your restaurant and bar under the umbrella of Hilton Worldwide, an original autonomous brand, or a combination of the two, should be made locally, and in the context of your specific market dynamics. Things to consider when making this critical strategic decision are the sophistication and maturity of the market, the geographical location, local demographics and immediate competitive set.

Also, it's very important to remember to understand your two different and distinct customers – those who are staying in the hotel, and those who you're attracting locally from the outside. They will require different approaches, messaging and media accordingly, although the fundamental vision of the restaurant remains consistent for both.

Marketing Boot Camp

The ultimate goal is to have a premium for your restaurant experience while constantly building preference, loyalty and trust.

Successful marketing is the art of delivering the right product, at the right place, at the right time and for the right price.

This section will introduce you to:

The 4 P's.....	15
Media & Messages.....	16
A Process Roadmap for Success.....	18
How to Measure Success.....	19
The 6 Principles of Communication.....	20

The 4P's are:

PRICE

- Is important - It sets expectations!
- Determines the operational profit & survival.
- Affects marketing strategy profoundly.
- Affects demand & sales. The marketer should:
 - Set a price that complements the marketing mix.
 - Be aware of the customers' perceived value of your restaurant.

PRODUCT

- Your product is an experience.
- Appeal to the head & heart.
- Is a combination of tangible & intangible.
- The brand and product are inextricably linked.
- Your people are integral to the product experience.
- Have strategies for enhancements during growth & maturity.
- Plan for life-changes in the market and for new entrants.
- Consider ways to expand and diversify while protecting the integrity.

PROMOTION

- Use a mix of media & channel.
- Combine traditional & social media.
- Remember the power of word of mouth!
- Have a clear, consistent and inspired message.
- Staff play a huge role.
- Think long-term strategy plus tactical promotions.

PLACE

- The ambience is fundamental to customer experience.
- Integrate communications in seamless and authentic ways.
- Integrate digital experiences with the overall brand positioning.
- Lighting, furniture selection, flow and functionality.

*Follow these, and
you can't
go wrong!*

Media & Messages

Channel

Strengths

Weaknesses

Advertising:

Brand building
Broad audience
Wide range of media
Control of message

Message must be big/competitive
Stimulation of sales
Measurability
Inevitable wastage
Difficult to communicate complex message
Expensive

Direct Marketing:

Targeted
Cost-effective
Measurable
Builds relationships/loyalty
Communicates complexity

Not strong for image building
Junk mail perception
Necessitates quality database & data mining

Sales Promotion:

Short-term sales objective
Source of competitive advantage
Incentivizes trial

Limited effect on brand equity
Short-term gain only
Regular repetition can reduce impact and dilute brand

Public Relations:

Editorial has credibility
Relatively low cost
Detailed messages
Good for innovation: 'news'

No control over content and timing
Not guaranteed coverage
Difficult to evaluate

Sponsorship:

Awareness & image building
Memorable & credible
Opportunity for deeper & more meaningful interaction

Difficult to communicate specific sales messages
Limited control over final execution of event/ program

A Quick Guide to Communications

	Email	Digital Banner Ads	DM	Web	F2F	Hotel	HH	POS	SM	PR
Revenue drive	YES	YES	YES	YES	NO	NO	YES	NO	YES	YES
Data Capture	YES	YES	YES	YES	NO	YES	YES	YES	YES	NO*
Special offer	YES	YES	YES	NO	YES	YES	NO	NO	YES	YES
Menu change	YES	NO	YES	YES	YES	YES	NO	NO	YES	YES
Launch	YES	YES	YES	YES	YES	YES	YES	NO	YES	YES
Promotion	YES	YES	YES	YES	YES	YES	NO	YES	YES	YES

DM = Direct Marketing
F2F = Face to Face Promotions
HH = Hilton HHonors
POS = Point of sale
SM = Social Media
PR = Public Relations

For more information on HWW email marketing, contact:

Americas:

Melissa.Furino@hilton.com

International:

Gill.Norgate@hilton.com

*Data capture would be 'Yes' if there was an online contest where data entry/capture available

A Process Roadmap for Success:

1. MARKET STUDY.
2. SWOT.
3. DEFINE USP.
4. WRITE BRIEF.
5. ENGAGE AGENCY.
6. MANAGE ENGAGEMENT.
7. MONITOR & EVALUATE.

This process outlines the important steps involved that you **should** follow with the marketing your local restaurant and bar.

[CLICK HERE FOR
MARKET ANALYSIS TEMPLATE](#)
[SWOT ANALYSIS TEMPLATE](#)
[CREATIVE BRIEF TEMPLATE](#)

Measuring Success

We recommend this criteria for measuring the success of any new marketing communication activity. Ideally, **all, or at least four**, of these points should show a positive ROI.

1. REVENUE.
2. LOYALTY.
3. CUSTOMER SATISFACTION LEVELS.
4. BRAND AWARENESS.
5. STAFF ENGAGEMENT.
6. THIRD PARTY REVIEWS SUCH AS ZAGAT OR YELP.
7. REVINATE.
8. KPIs.
9. RPAR OR PERCENTAGE OF ROOM.
10. ROI FORMULA.

ROI Formula= $(R - CI) \div CI \times 100$ R = Gross Margin
(Sales revenue - cost of goods sold) CI = Cost of investment

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6 Principles of Communications

Effective communications have **six universal qualities** regardless of channel, medium or environment:

Leadership

An authentic, confident, and visionary view of yourself through food, service and experience.

Empathy

Understanding the attitudes, behaviors, needs, desires, expectations and lifestyle-traits of your guests.

Clarity

A relevant, compelling, distinctive personality and message.

Consistency

Not to be confused with monotony - great brands are always consistent in both their tone and application.

Creativity

Approaching communication challenges with originality, flare, energy, style and elegance.

Credibility

Being true to the reality of your capabilities, location, culture and operations.

6 Principles of Communications

Leadership

Empathy

Clarity

Consistency

Creativity

Credibility

Means creating establishing and maintaining a local restaurant and bar brand that stands out confidently and independently from the Hilton brand, by adopting its very own vision, tone and brand personality.

The key to establishing a successful leadership position is standing for a clear purpose that inspires your customers and differentiates you from the competition.

This can be achieved through the overall concept and ambience of the restaurant, the menu, ingredients, suppliers, partners or service. We recommend thinking through:

- Your Vision & Mission..... 22**
- Your Values..... 24**
- Remaining True & Consistent.... 26**
- The Magic of Restaurants..... 28**

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Your Vision & Mission:

WHERE YOU ARE GOING, HOW WILL YOU GET THERE?

Your vision is a brief statement capturing where you are heading—a goal, ambition or, even a dream. Your mission is a supportive statement that explains your strategy or action plan for getting there.

Allow your vision to be 'visionary' – idealistic, emotional and far-reaching. The world's greatest brands have visions, many proudly declared in a variety of corporate and consumer communications.

Your mission needs to be inspired but practical. Motivational yet **ACHIEVABLE**.

Do:

- Take your vision/mission seriously
- Be brave and unique
- Reach for a goal that stretches
- Be emotive and inspired

Don't:

- Be generic, vague
- Think small
- Be over-complicated

YOTEL

"We're on a mission to revolutionize the hotel industry and save consumers from expensive and boring hotels...."

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Your Vision & Mission:

WHERE YOU ARE GOING, HOW WILL YOU GET THERE?

Examples:

FIVE GUYS®
BURGERS and FRIES

"The Place to get a fresh, juicy burger with all the toppings you could stuff between fresh-baked buns."



*"Number 1 in Pizza"
"Number 1 in People"*



"We believe building and maintaining a strong, people-focused culture is the single most important reason we've become the world's largest full-service restaurant operating company."

6 Principles of Communications

Leadership

Empathy

Clarity

Consistency

Creativity

Credibility

Your Values

WHAT DO YOU BELIEVE IN?

Defining a series of brand 'values' that underpin vision and mission helps to develop a broader expression of what makes your restaurant special and different.

Values are also standards by which you measure success, throughout everything from external communications to service standards and performance reviews.

Brand values define what your organization believes in.

Your values should help guide all aspects of your offer – who you are, what you do, how you do those things, and where you are going.

We would advise no more than five values, ideally adjectives, that provide the direction and energy for your teams to aspire to, in behaviors and in standards.

Some brands, in addition to core brand values, also develop 'personality traits' to further inspire creativity and consistency across media and channel.

These are an additional layer of adjectives that describe the specific personality and tonality of the organization.

Do:

- Have a broad series of values
- Define each value in detail
- Use values in different combinations depending on task

Don't:

- Have more than five values
- Adopt values that aren't authentic

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Your Values

WHAT DO YOU BELIEVE IN?

Examples:



- Tireless effort.
- Commitment to quality.
- Innovative product.



- Treat people as you'd like to be treated.
- Produce the best for less.
- Measure, manage & share what's important.
- Think big and grow.
- Incentivize what you want to change.
- Set the bar high, train, never stop learning.
- Promote from within.
- We are not ordinary, we are exceptional.



- Loyal & hardworking.
- Honest & authentic.
- Open & friendly.
- Reliable & American.

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Remaining True & Consistent

CONSISTENCY IS A KEY VALUE OF SUCCESSFUL BRAND MANAGEMENT

When you have successfully defined, expressed and implemented your new restaurant and bar brand, the value by which you have defined the operation must be respected, upheld and used effectively as guiding principles for decision-making and delivery.

All new initiatives, be they menu changes, development, offers and events must be developed and assessed in the context of the brand values.

Only by doing this will your restaurant remain true to its vision and continue to generate awareness, recognition and loyalty in the complicated and saturated marketplace.

Often, brands will need to be developed or even re-positioned to keep attracting and appealing to customers. In these cases, try to define what existing brand equity is valuable and useful to preserve, and what additional refinements or changes need to be made. Perhaps only one or two brand values will need to change to better reflect a relevant and compelling offer.

A more radical approach may be a necessary with a new vision and values.

Either way, be it development or redefinition, **keep front of mind who your target audience is, what they want, who the competition is and what makes you different and special.**

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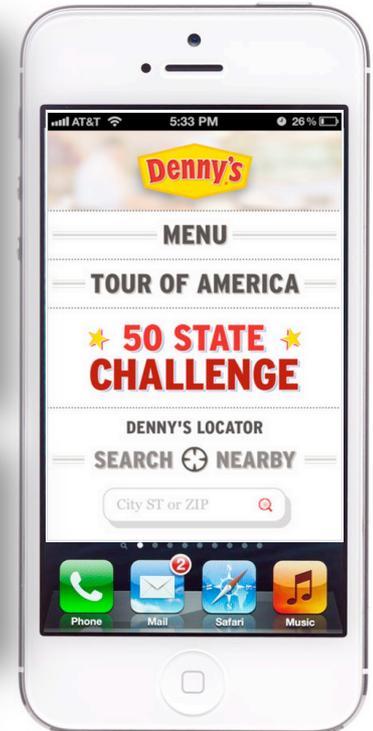
Credibility

Remaining True & Consistent

CONSISTENCY IS A KEY VALUE OF SUCCESSFUL BRAND MANAGEMENT, BEING STRICT WITH YOUR GRAPHICS AND IDENTITY GUIDELINES ALLOW BRANDS TO MAINTAIN AND STRENGTHEN OVER TIME

DENNY'S HAS REMAINED REMARKABLY CONSISTENT OVER TIME

Example: DENNY'S



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The Magic Of Restaurants

RESTAURANTS ARE SPECIAL PLACES!

The best are theatrical performances - a cast of passionate and elegantly synchronized individuals whose shared vision is to provide a magical experience to their audience.

Arguably the original social connector, communal dining has become a sophisticated and integral part of our lives today, and from an operational perspective, an increasingly complicated product to deliver. The human touch and the art of cooking are central to all successful dining experiences.

Influenced by global trends, sensationalized by celebrity chefs and the media, and connected by social networking technology, eating out has become a discerning, valued and cherished pastime for many. How we talk about our restaurants is just as important as the experience itself.

When it comes to food and drink, people today are more aware, informed, and demanding. They bring high expectations to our restaurants, often created from experiences outside.

This the exciting, challenging world in which we communicate with them and build lasting relationships.

6 Principles of Communications

Leadership

Empathy

Clarity

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Creativity

Credibility

Put yourself in your customers shoes

Being truly empathetic with your guests needs requires three skills:

Listening.

Being Curious.

Understanding Their Perspective.

Placing the practical and emotional needs of your guests first is the bedrock of any successful business - especially hospitality. The great news is that much empathetic behavior comes naturally to us.

Our communication with our guests - prior to, during and after their stay with us - must be empathetic. We need to put ourselves in their shoes, to understand what they need before they know they need it.

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Brand Reinvention, Social Media & People Engagement

Example: DOMINO'S PIZZA



<http://pizzaturnaround.com/>

Did we actually face our critics and reinvent our pizza from the crust up?
OH YES WE DID.

"The Pizza Turnaround" Documentary Posted December 21st 2009

REAL DRAMA. REAL EMOTION. TURN AROUND STORY OF THE YEAR. CRITIC'S VOICE WINNER

DOMINO'S PIZZA PRESENTS A DOCUMENTARY 'THE PIZZA TURNAROUND'
STARRING ACTUAL DOMINO'S EMPLOYEES INSPIRED BY OUR HARSHTEST CRITICS

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Little Human Touches

Example: LOVEJOY BAKERS BAKERY



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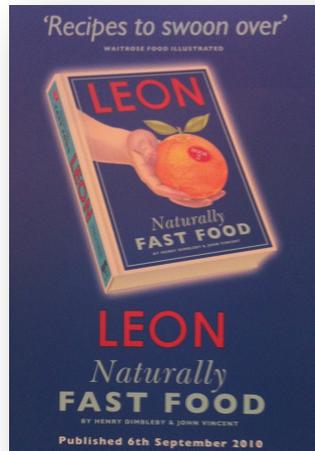
Consistency

Creativity

Credibility

Being True to Vision – ie: Farm to Fork, Fast Food

Example: LEON, LONDON



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Intimate, Local, Authentic, Friendly

Example: TASTY N' SONS, PORTLAND



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Authentic "On The Go" Display & Messaging

Example: PRET A MANGER, UK + US



6 Principles of Communications

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Note:

Fewer words doesn't mean fewer thoughts - on the contrary, clear and distinctive statements are suggestive and memorable to customers.

It's hard but crucial work to edit and distill your restaurant's core purpose into compelling, inspired phrases.

Having a clear idea or 'vision' for your restaurant is often the single most challenging aspect for owners. The marketing world refers to this task as developing a 'single-minded proposition' or 'core purpose.'

Restaurant and dining experiences have grown and diversified over the past 20 years, making it ever more important to stand out and stay there with a simple, elegant yet confident idea that appeals to your guests.

Ask yourself:

1. What makes you meaningfully different?
2. What is genuinely unique about your offer?
3. What do you have that others don't and can't copy?
4. How would you ideally want your customers to feel about you?
5. What is the most succinct description of you?

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Clear Creative

Example: FIVE GUYS



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Clear Creative – Chalkboard with Clear Menu Information

Example: CRAFT & COMMERCE, SAN DIEGO



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Leadership

Empathy

Clarity

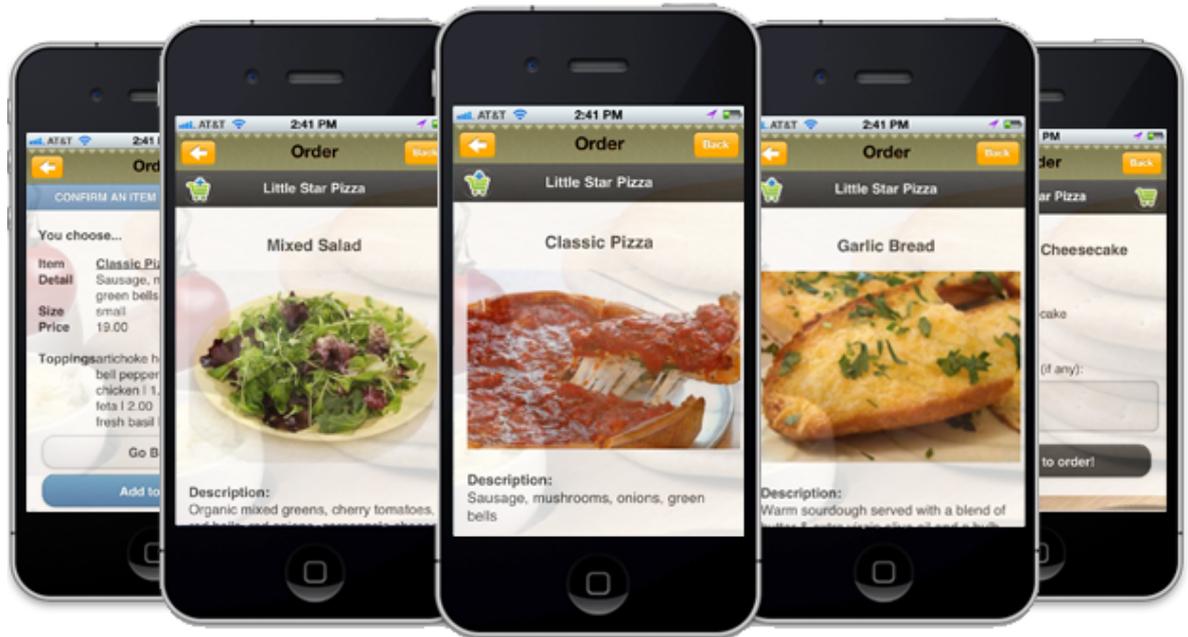
Consistency

Creativity

Credibility

Clear Creative – Topping Customization App: Simple & Intuitive

Example: LITTLE STAR PIZZA



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Leadership

Empathy

Clarity

Consistency

Creativity

Credibility

Clear Creative – Simple Graphic Application to Tableware

Example:



6 Principles of Communications

Leadership

Empathy

Clarity

Consistency

Creativity

Credibility

Not to be confused with monotony – great brands are always consistent in both their tone and application.

Consistency comes from a controlled yet versatile combination of visual elements that collectively express your brand-building awareness, recognition, familiarity and ultimately, loyalty. All aspects of marketing and communications - traditional and digital, mobile and experiential- should demonstrate consistency.

Leading local restaurants that have become destinations demonstrate high levels of consistency across a controlled yet versatile combination of visual elements capturing their brand.

Consistency is not to be confused with monotony or complacency.

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Channel Consistency on a Mass Scale

Example: DUNKIN' DONUTS



- Do:**
- Use fewer but bolder visual Elements
 - Remember that digital channels behave differently from traditional
 - Have a consistent tone, look and feel



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6 Principles of Communications

- Leadership
- Empathy
- Clarity
- Consistency
- Creativity**
- Credibility



Approaching communication challenges with originality, flare, energy, style and elegance.

As we've said before, great restaurants are theatrical performances: a cast of passionate and elegantly-synchronized individuals, sharing the vision of providing a magical experience to their audience.

All aspects of any leading restaurant's experience, service, and communication strategy demonstrate creativity.

The original social connector, communal dining has become a complicated, sophisticated but integral part of our lives today. Inspired by global influences, sensationalized by media and by celebrity chefs, continuously appearing in social media, eating out has become a valued and cherished pastime.

How you talk about your restaurant should capture the very essence of its menu, service - style and ambience.

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Creative Examples..... 44

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Your Visual Identity

WHAT YOU LOOK & SOUND LIKE

Logo

- When in doubt, keep it simple
- No more than two type treatments
- Remember scalability
- Bold & iconic shapes
- Use up to 3 colors
- Your name could be your logo
- Remember digital, print & environments
- Must work in 1 color

Name

- Very important
- Literal, associated or abstract
- Inspired by location or menu
- Memorable
- Review on context of identity

Type

- Use 2 typefaces
- Consider a san serif & serif combination
- Use a grid
- Consider type sizes

Colors

- Limit palette to 5 key colors
- Use in different combinations
- Neutral base, bright accents
- Material colors are different in print & digital

Illustrations & Icons

- Useful visual devices
- Functional or decorative
- Use an overall look & feel
- Think scale & application
- Story tell

Tagline & Copy style

- Express your essence
- Up to 6 words
- Memorable, snappy
- Write as you speak
- Have an inspired opinion
- Less is more
- Always reflect your personality
- Copy is as important as image

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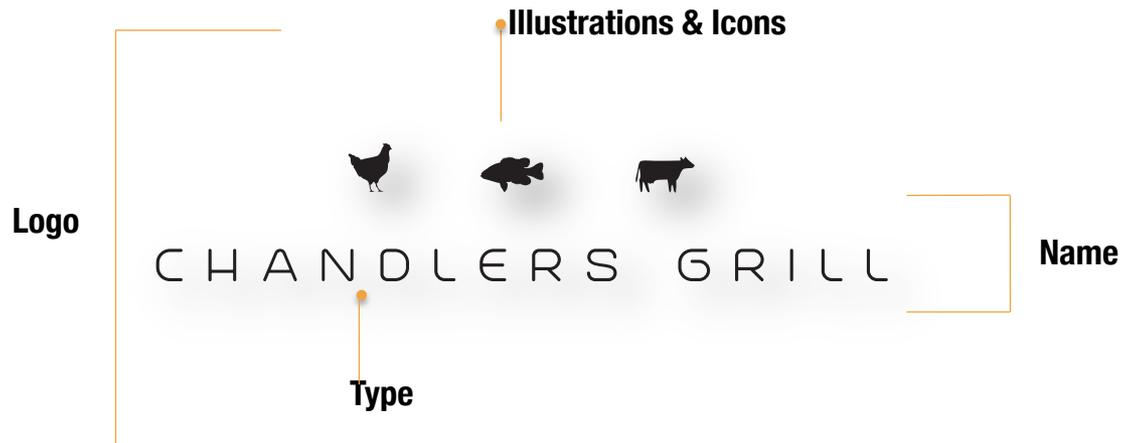
6 Principles of Communications

- Leadership
- Empathy
- Clarity
- Consistency
- Creativity
- Credibility

Identity Suite

WHAT YOU LOOK & SOUND LIKE

Example: CHANDLERS GRILL



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- Leadership
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Identity Suite

WHAT YOU LOOK & SOUND LIKE

Example: CHANDLERS GRILL | MENU DESIGN



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- Credibility

Identity Suite

WHAT YOU LOOK & SOUND LIKE

Example: CHANDLERS GRILL | TACTICAL COMMUNICATIONS EXAMPLE



Logo

Custom Imagery

Headline, Body Copy & Call To Action

Contact Details

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Empathy

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Identity Suite

WHAT YOU LOOK & SOUND LIKE

Example: CHANDLERS GRILL | TACTICAL COMMUNICATIONS EXAMPLE

Custom Imagery



Call To Action & Contact Details

Logo



Headline

Tagline

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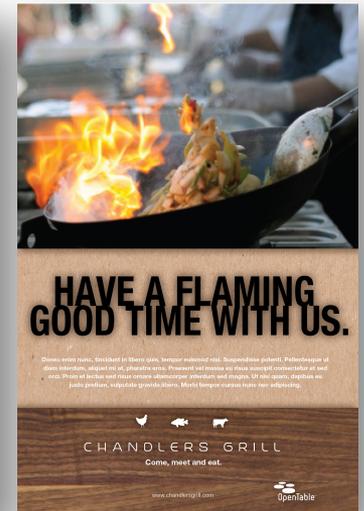
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- Leadership
- Empathy
- Clarity
- Consistency
- Creativity
- Credibility

Identity Suite

WHAT YOU LOOK & SOUND LIKE

Example: CHANDLERS GRILL | TACTICAL COMMUNICATIONS EXAMPLES



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WHAT YOU LOOK & SOUND LIKE

Example: CHANDLERS GRILL | EVENT COMMUNICATIONS EXAMPLE



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- Empathy
- Clarity
- Consistency
- Creativity
- Credibility

Identity Suite

WHAT YOU LOOK & SOUND LIKE

Example: CHANDLERS GRILL | ONLINE + MOBILE COMMUNICATIONS EXAMPLES



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WHAT YOU LOOK & SOUND LIKE

Example: CHANDLERS GRILL | FACEBOOK PAGE EXAMPLES

Chandler's Grill
Modern American Cuisine
18,955 likes · 743 talking about this

Steakhouse · Seafood Restaurant
Recognized for exquisite Steakhouses and Ocean Club Seafood houses. Locations in Beverly Hills, Thousand Oaks, Costa Mesa, and Newport Beach, CA.

About · Suggest an Edit

Photos · Gift Cards · Locations · Videos

Like · Message

Recent: 2013, 2012, 2011, 2010, 2009

Post · Photo / Video

Write something...

Invite Your Friends to Like This Page

Type a friend's name... Invite

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6 Principles of Communications

- Leadership
- Empathy
- Clarity
- Consistency
- Creativity
- Credibility

Authentic & Charming Creative

WHAT YOU LOOK & SOUND LIKE

Example: THE CHOP SHOP RESTAURANT, BUTCHER & BAR



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- Leadership
- Empathy
- Clarity
- Consistency
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- Credibility

Authentic & Charming Creative

WHAT YOU LOOK & SOUND LIKE

Example: PRET A MANGER



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Leadership

Empathy

Clarity

Consistency

Creativity

Credibility

Changing Creative in a Controlled Palette for Consistency

WHAT YOU LOOK & SOUND LIKE

Example: DRY SODAS



6 Principles of Communications

- Leadership
- Empathy
- Clarity
- Consistency
- Creativity
- Credibility



Although the hotel restaurant operation is a vital and integral component of the overall Hilton Experience, research tells us that, to maximize the appeal and perception of your F&B proposition, the local reputation of the restaurant must be created and maintained as a credible, autonomous, stand-alone offer.

The guiding principle is authenticity: always be true to your capabilities, skills and resources: focus on your particular strengths, and deliver services with elegance and consistency. Your very own vision, tone, and brand personality will dictate how you present yourself to your community.

Credibility is the bedrock of marketing

Let's examine marketing and branding strategies over the next four pages for:

- CREDIBLE & GOOD CAUSE.....56**
- USING SOCIAL NETWORKS..... 59**
- EXAMPLES OF CREATIVE.....60**
- REVINATE.....64**

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6 Principles of Communications

Leadership

Empathy

Clarity

Consistency

Creativity

Credibility

Credible PR & Independent Media Reviews

CREDIBILITY, THE BEDROCK OF MARKETING

Example: FIVE GUYS

The screenshot shows the Five Guys website with a red and white checkered border at the top. The main heading reads "FIVE GUYS BURGERS and FRIES". Below this is a navigation menu with links: Home, Menu, Order Online, About Us, Contact Us, Fanatics, Gift Cards, Locations, and Five Guys Gear. The main content area features a large photo of two men eating burgers with the text "Are YOU a FIVE GUYS Fanatic?". To the right, there are several media review highlights:

- ZAGAT Survey Rated – Since 2001**
- “The Best \$5 Burger A Man Can Eat”** - GQ Magazine
- Voted Best Burger** - Capital Region Living
- Rated #1 Burger for Lunch in NYC** - Time Out New York
- Voted Best Burger** - Missoulian
- “Willie Wonkas of Burgercraft”** - The Washington Post

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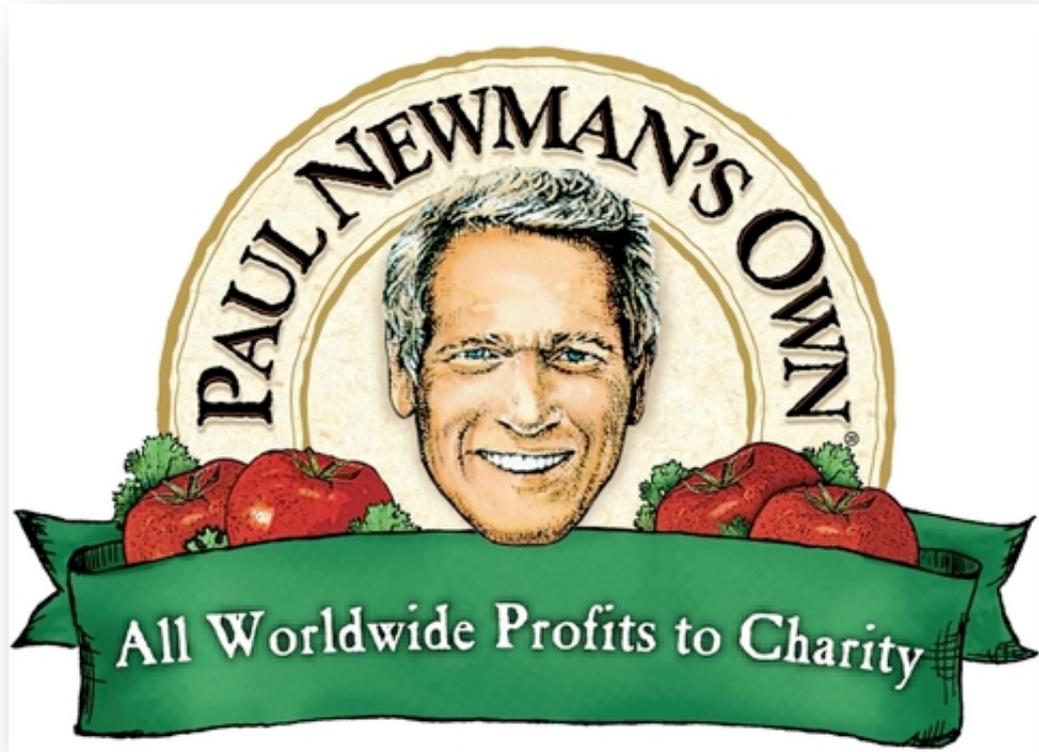
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Leadership
Empathy
Clarity
Consistency
Creativity
Credibility

Good Cause Marketing

CREDIBILITY, THE BEDROCK OF MARKETING

Example: NEWMAN'S OWN



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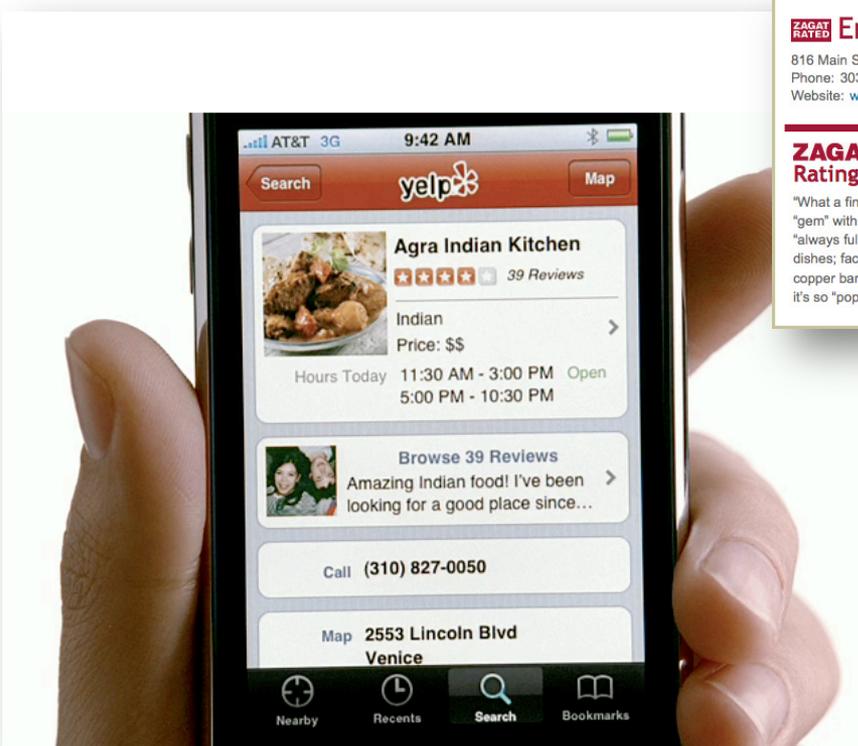
6 Principles of Communications

- Leadership
- Empathy
- Clarity
- Consistency
- Creativity
- Credibility

Independent Reviews

CREDIBILITY, THE BEDROCK OF MARKETING

Example: ZAGAT & YELP



ZAGAT RATED Empire Restaurant
 816 Main St. (Spruce St.) Louisville, CO 80027
 Phone: 303-665-2521
 Website: www.theempirerestaurant.com

Food	Decor	Service	Cost
25	22	25	\$32

ZAGAT Ratings & Review

"What a find!" exclaim enthusiasts of this "phenomenal" Louisville "gem" with a "comfortable", "unpretentious" dining room that's "always full of people" "indulging" in the "wonderful" New American dishes; factor in an "awesome staff", "fair prices", a "gorgeous copper bar" and "great beer and wine selection", and no wonder it's so "popular."

ZAGAT SURVEY

2003 LONG ISLAND RESTAURANTS

Sarin Thai
 42 Glen Cove Rd. (Wellington Rd.) 516-484-8072
 ■ Green- savvy surveys have "been going for years" to this "fantalizing Thai" in Greenvale, saying the "food is elegantly prepared, complex, rich and utterly delicious", but since its 2002 "move to new digs" "down the block", this "always busy" "old favorite" has "really improved" its Decor score with a "larger" and "prettier room"; P.S. "reasonable prices" mean it won't take "a big bite out of your wallet."

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Using Social Networks

CLICK HERE FOR HILTON WORLDWIDE COMMUNICATION POLICY & SOCIAL MEDIA GUIDELINES

Are our best opportunity to listen & learn about your diners

Simply put, restaurant consumers are social. And for obvious reasons, they trust and want to try new restaurants, based on what they hear from their friends and other trusted sources on **Twitter, Facebook, Instagram,** and other popular social media platforms. Conversely, people love to share their personal dining experiences and photos.

MESSAGE-BASED



IMAGE-BASED



FOOD-BASED



PURPOSE: CONNECTING & COMMUNICATING

- Social networking
- Instant messaging
- Exposes opinions

STRENGTHS

- High levels of awareness
- Invites authentic interaction
- Ease of use
- Ability to observe & listen
- Opportunity to brand-build
- Channel to connect with customers
- Credible & cost-effective channel
- Mobile

PURPOSE: CAPTURING & SHARING

- Image capture
- Share content
- Documentation

STRENGTHS

- High levels of awareness
- Speed
- Cost-effective
- Authentic way to build PR
- Easy to link & integrate with other platforms
- Mobile

PURPOSE: SPECIALIST & GENERAL KNOWLEDGE

- Consumer advocate
- Credible information and inspiration
- Strong point of view, valued opinion
- Independent yet influential

STRENGTHS

- Trusted opinion
- Awareness
- Entertainment & engagement
- Research tool

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Social Network Creative CREDIBILITY, THE BEDROCK OF MARKETING



Example: FACEBOOK + TWITTER

The image shows two social media profiles side-by-side. On the left is the Facebook profile for 'Tula's Restaurant & Jazz Club', which has 1,159 likes and a cover photo of the restaurant's exterior at night. On the right is the Twitter profile for 'Addie Broyles' (@broylesa), who has 17.3K tweets, 1,969 following, and 11.3K followers. Her bio identifies her as an Austin American-Statesman food writer and a Kickstarter campaigner. A tweet from her is visible, discussing a family tree branch related to the name 'Beef'.

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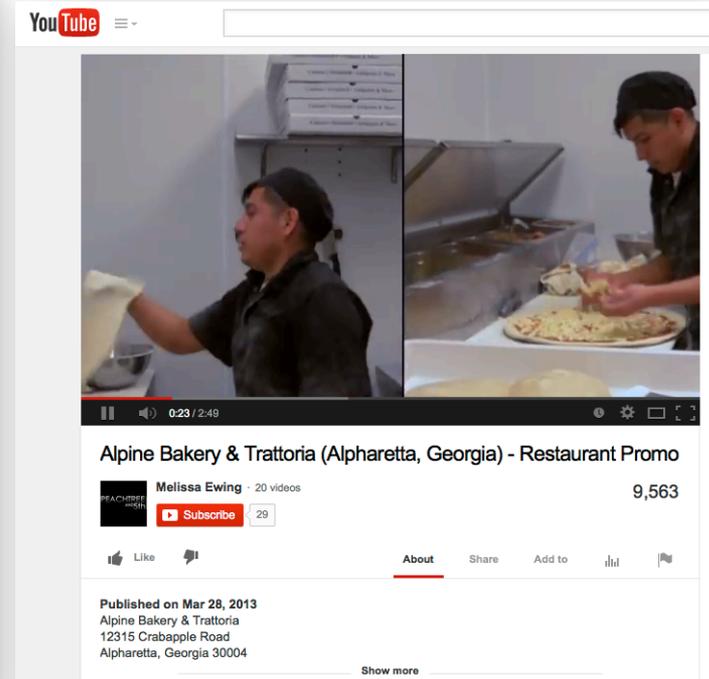
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- Leadership
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- Clarity
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- Creativity
- Credibility

Social Network Creative CREDIBILITY, THE BEDROCK OF MARKETING



Example: INSTAGRAM + YOUTUBE



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Social Network Creative CREDIBILITY, THE BEDROCK OF MARKETING



Example: YELP + URBAN SPOON

The image displays two overlapping screenshots of social networking sites for restaurants. The background screenshot is a Yelp page for 'Cielo Malibu Wines'. It shows the restaurant's profile, including its address (31424 Mulholland Hwy, Malibu, CA 90265), price range (\$\$\$), and a review from Brenda F. dated 8/25/2013. The review text reads: 'LOVE LOVE LOVE this place. I joined the Cielo Wine Club about a year ago. What got me about this place...the wine, the barn, and the great time to be had here wine is amazing. The atmosphere is top notch! The time to be had...like no other. Since joining, I have exposed others to this gem and they have joined. Recently, we my mom's b-day here and the family members who attended raved about the barn f... This location is nice for an afternoon getaway. I would definitely recommend! Was this review ...? Useful Funny Cool'. The foreground screenshot is the Urbanspoon Los Angeles homepage. It features a search bar, a 'Book a table online' button, and a 'Talk of the Town' section listing popular restaurants like DeSano Pizza, Pasche, and Hinko & the Bird. There are also sections for 'Los Angeles's most popular' and 'Recent restaurant photos'.

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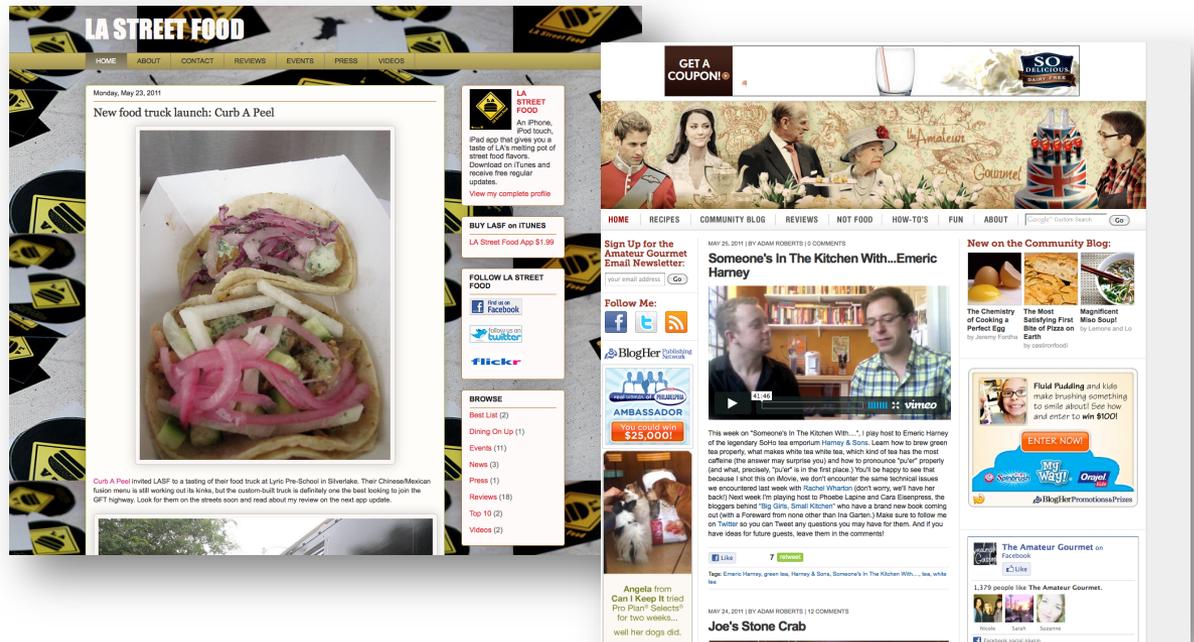
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Social Network Creative CREDIBILITY, THE BEDROCK OF MARKETING

Example: CREATIVE FOOD BLOGS





Revinat

A helpful tool for managing Social Media

WHAT IS REVINATE?

Revinat makes it easy to aggregate, analyze and utilize guest feedback to improve operations and drive new sales.

WHY USE REVINATE?

By actively using Revinat, your property will experience an increase in the number of reviews, higher ratings, increased percentage of review responses and an improved TripAdvisor Popularity Index Score

ACCESSING REVINATE

Revinat can be used by everyone, at both the property level and corporate, to quickly capture guest feedback, analyze results, engage with guests, drive sales and improve hotel and restaurant operations

Access Revinat through OnQ within the Applications drop down menu.

PR: The Holy Grail of Restaurant Marketing

Effective public relations creates a buzz around your restaurant and bar. Positive public relations is particularly useful for building a loyal customer base: reviews of your restaurant and bar experience are usually delivered by credible, independent third parties – be it via media, social networks, or food critics.

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PR Overview and Highlights

Let's talk about the basics and the types of tactics available in the world of PR.

When to issue a Press Release

It's important to remember that press releases are warranted when there is actual **news to report** with information that is **new to your target audience**.

How to create your restaurant's media list

Who is your audience? Look at what they read, both traditional and online media, then determine your media targets. Once you know your media targets, then determine what sections of that media are most relevant.

For example, look at the local happenings pages, restaurant reviews, lifestyle sections, local hirings news/business pages, even different contacts at these outlets depending on the type of news you are sharing (new chef vs promotion vs special menu).

How to manage a Budget

PR can be an investment, so it's **important to include a budgeted figure within your overall Marketing budget**. Especially when/if you're considering an external PR consultant or (for larger hotels) an agency. By hiring a PR specialist, a lot of guesswork will be eliminated for hotels as they plan for their PR plans.

If you are considering to do this on your own, **the following section contain some very basic steps on how to get started in PR**.

PR Roadmap

In this next section, we will cover key steps to follow for managing and executing successful PR.

There are three key public relations phases for restaurants and bars:

1. Launching
2. Building awareness.
3. Monitoring social media.

1: Contact info.

2: Target info.

3: Photography.

4: Media relations.

5: Tools

6: Timing

7: Availability

8: Stay active

9: Fast checking

10: Writing a chef's bio

PR Roadmap: CONTACT INFORMATION

Make it easy for your audience!

Every piece of public relations material from your restaurant and bar should include contact information: a contact name, phone number, and email address. (Include a mailing address if issuing Fact Sheets).

Make it easy for media providers to follow up on releases and to publish further information.

It's very important that your contact be someone who can respond quickly to media inquiries.

Tip:

If this person is away from their desk most of the day, consider including a mobile phone number, as media will require immediate access. In some cases, if the media does not hear back within 24 hours this result in a missed opportunity for coverage.

1: Contact info.

PR: The holy grail of restaurant marketing

2: Target info.

3: Photography.

4: Media relations.

5: Tools

7: Availability

8: Stay active

PR Roadmap: TARGET INFORMATION

Developing a targeted, up to date media contact list with actual editors & writers who cover the type of news you are sharing is the best way to reach your target audience.

A PR agency or consultant can also build this for you—they can also maintain this list.

Keep in mind:

Using a press release distribution service can make the process of getting information out to the public an expensive proposition, so use them efficiently and monitor them.

2: Target info.
PR: The holy grail of restaurant marketing

3: Photography.

7: Availability

8: Stay active

Prior to releasing information, target the audiences that you feel would have the greatest interest in your press release or marketing data.

Then approach the PR agency you might hire with a press pack, followed up by a telephone conversation, or when possible, a face-to-face meeting.

Tips on Building Your Media List

- 1.4: Know your Patrons** – *do they reside locally? Do they drive in from neighboring cities? Business travel?*
- 2. Make a list of Publications your Patrons may read** - *Go online or call the publications to determine the best contacts for the type of news you have (or could have moving forward).*
- 3. Contact the right contacts at those publications** - *call and speak to someone on the editorial team. Getting the right contact can mean the difference between your press release being seen as spam and getting media coverage.*

PR Roadmap: PHOTOGRAPHY

*Full color images
look best in most
applications*

2: Target info.

3: Photography.
PR: The holy grail
of restaurant
marketing

7: Availability

8: Stay active

Including inspired and pertinent pictures with your press release gives the public visual images that will add emphasis and clarity to your message. Use images capturing the essence of your hospitality experience.

A few tips to remember:

- Best format: high res, **300 DPI or larger**, jpg file format and ensure receipt of recipient when sending large files.
- If distributing your press release via email, **include a low-res version** of the image(s). Keep in mind, some large attachments may exceed the writer's size limit so may not be delivered.
- Remember to **include "high resolution images available upon request" at the top of the release** as you attach the low resolution version.
- If a journalist calls to follow up on anything in your release, **be sure to offer to send an image**. If you don't have imagery directly related to what you are promoting (new menu item, new Chef, etc.,) then still offer a generic image of your restaurant (although you are likely to need a headshot for your Chef).

PR Roadmap: MEDIA RELATIONS

A well-written press release can help the media and the public understand the point you are trying to make.

Encourage important outlets by granting exclusives on new ideas or initiatives.

Public relations professionals' best allies are journalists: build personal and professional rapport with them. Good media relations will not only make your information public, but can also lead to personal interviews and follow-ups adding exposure.

Employees can have hidden talents like this...

2: Transparency 3: Distill the why
7: Availability 8: Stay active

4: Media relations.
PR: The holy grail of restaurant marketing

5: Tools

9: Fast checking

10: Writing a chef's bio

PR Roadmap: TOOLS

Look for unique Opportunities!

Understand the public relations tools and occasions at your disposal and know how to use them:

- Press releases.....**Announcements**
- Competitions.....**Recruitment**
- Personal interviews.....**Awareness**
- Seminars.....**Product enhancements**
- Events.....**Launch, special occasions**
- Web broadcasts.....**Internal communications**
- Story exclusives.....**Announcements/Awareness**

7: Availability

8: Stay active

9: Fast checking

10: Writing a chef's bio

5: Tools
PR: The holy grail of restaurant marketing

PR Roadmap: TIMING

Some public relations pieces can be scheduled for release well in advance.

It's 80% planning and 20% doing!

For example, announcing a new restaurant or a menu change can be coordinated by the public relations professionals with your marketing group to get the timing right.

But public relations groups should be prepared to release important information on a moment's notice to coordinate with local-issue or corporate-wide communications.

1: Contact info.

2: Target info.

3: Photography.

6: Timing

PR: The holy grail of restaurant marketing

7: Availability

8: Stay active

9: Fast checking

10: Writing a chef's bio

CLICK HERE FOR GENERIC F&B ANNOUNCEMENT TEMPLATE

PR Roadmap: AVAILABILITY

Reporters cannot confirm information in time to make deadlines if you are not available at all times.

Availability is critical for a public relations professional, which means giving all of your contact information to the media and remaining on call at all times.

Be flexible to remain tactical.

1: Contact info.

2: Target info.

3: Photography.

4: Media relations.

5: Tools

6: Timing

7: Availability
PR: The holy grail of restaurant marketing

8: Stay active

9: Fast checking

10: Writing a chef's bio

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PR Roadmap: STAY ACTIVE

Inspiration can come from anywhere!

Actively develop new ways to get information to consumers and media. Don't wait for occasions.

Make yourself available for speeches, events and seminars.

4: Media relations.

5: Tools

Become an active member in professional, food, hospitality and civic organizations.

9: Fast checking

10: Writing a chef's bio

3: Photography.

2: Target info.

7: Availability

8: Stay active
PR: The holy grail of restaurant marketing

1: Contact info.

6: Timing

Never release information until it has been thoroughly checked for accuracy. Allocate a colleague to proof, edit, and review your communications. The release should shed consistently positive light on your company.

2: Target info.

3: Photography.

Check, check and check again!

7: Availability

8: Stay active

Develop a fact-checking system for press releases and all public relations materials. The system must deliver the information to all pertinent parties for sign-off before it is made public. Never deceive the public, ever.

Misinformation will be uncovered. Public fallout from deceit will cause greater damage than the issue you were trying to conceal.

9: Fact checking

PR: The holy grail of restaurant marketing

10: Writing a chef's bio

PR Roadmap: WRITING A CHEF'S BIO

An elegantly written chef's bio is particularly useful in helping to promote a restaurant and bar, as it communicates very quickly the experience, skills, capabilities and passions of the chef – a key member of the team and reason to visit.

1. Define his/her overall vision or philosophy.
2. Write from a third-person perspective.
3. Create a short (1-line) and long (1 page) version. The short version is great for social & mobile media.
4. Structure the main content around who you are, what you've done, how you do those things, where you are going and why you do, what you do.
5. End your bio with contact details.

Write as you speak!

Do:
 Identify your purpose
 Celebrate your achievements
 Identify what makes you unique and special
 Add some personality
 Keep it focused

Don't
 Misinform
 Forget to edit and focus
 Write in first person

[CLICK HERE FOR CHEF BIO TEMPLATE](#)

10: Writing a chef's bio
PR: The holy grail of restaurant marketing

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Let's Get Creative

ENGAGING WITH & MANAGING A CREATIVE AGENCY

THINKING DIGITAL PROPERTY MESSAGING & PLACEMENT

Marketing, communication, and design agencies come in all shapes and sizes. At the high end, for global brands, are the holding companies with full-service digital agencies around the world.

There are also smaller, specialized and often locally-based agencies that provide integrated and channel-specific marketing services such as web design, print, mobile messaging programs, social media marketing campaigns.

Our communication with our guests - prior to, during and after their stay with us - must be empathetic. We need to put ourselves in their shoes, to understand what they need before they know they need it.

Integrated creative agencies generally have four distinct areas of expertise that are orchestrated for your particular needs:

1. Strategy & Planning
2. Creative development
3. Production & Media
4. Account Management

Benefits of a large agency:

- Diversity of capabilities, co-owned media.
- Built-in sister agency relationships
- Priority referrals.
- In-network efficiencies.

Benefits of a boutique agency:

- More granular channel strategy.
- Tactical expertise.
- Client access to agency decision makers
- Engagement with top personnel.
- Lower spending minimums.

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A CREATIVE AGENCY

THINKING DIGITAL
PROPERTY MESSAGING &
PLACEMENT

Most agencies provide some or all of the following services:

- **Brand development.**
Strategy, logo, graphic identity.
- **Lead generation.**
Creation or generation of prospective consumer interest.
- **Awareness building.**
Raising awareness for your restaurant and bar.
- **Interactive marketing & rich media communications strategy**
Creating campaigns that work across different channels & media.
- **Search engine optimization.**
SEO is the process of improving the visibility of a web site or a web page in search engines during "natural" or un-paid searches.
- **Website design & development.**
The design, testing and implementation of your website.
- **email marketing.**
Using emails to market and promote your restaurant and bar.
- **Public relations.**
Using word of mouth, events and media to create a buzz.
- **Social media marketing.**
Using social networks to engage with your customers.

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ENGAGING WITH & MANAGING A CREATIVE AGENCY

THINKING DIGITAL
PROPERTY MESSAGING &
PLACEMENT

The 5 steps to hiring an agency:

Step One: Company Self-Assessment

Deciding whether or not your company needs to hire a creative agency calls for the same evaluative steps involved in any significant investment. Working with an agency can help small businesses that are looking to scale their marketing but lack enough in-house resources to do so. Every successful partnership needs a champion.

Ask yourself:
- What are the primary objectives?
- Do we have a clear brief?
- Who will manage the agency?

Step Two: Understand Agency Fee Structures

Many agencies are evolving their service offerings and fee structures to meet client demand for integrated solutions and clearly-defined fees better reflecting the work involved. Each fee structure has advantages and challenges for different types of media. Most agencies use time-based pricing, which is based on a set hourly fee to track time spent on a client's earned and owned media accounts.

Increasingly, agencies are using performance-based hybrids that include a time-based, fixed-fee, or percentage-of-spend rate, as well as a smaller performance-based component for paid media work. The goal is for clients and agencies to share the risk when trying new marketing strategies, yet fairly compensate the agency for its time and work. This is also a way for agencies to become more competitive in the base-pricing: by adding in bonuses based on performance, the initial agency fee may be lowered.

Ask yourself:
- Do you have an overall marketing strategy?
- How should you prioritize?
- Which media is the most effective for the budget?

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THINKING DIGITAL PROPERTY MESSAGING & PLACEMENT

Step Three: Begin the Agency Selection Process: Calls, RFIs and RFPs

Most agency executives report that the majority of their new business comes from referrals rather than Requests For Proposals (RFPs.) It may be wise to begin by contacting your sales, marketing and operational peers, to find out which agencies they are using and why.

Reach out to agencies to discuss your needs and to determine whether they might be an appropriate fit. Some restaurant clients begin the selection process using a broad-based RFI to cast a wide net before homing in on targeted group of potential partners through an RFP. An RFP gathers targeted information from the agencies that seem most interested in your business, allowing you to assess which would be the best fit for your marketing needs and culture. It should include tangible criteria like the agency's experience, ability to provide scalability, proven results, and fee model. Intangibles like cultural fit should be assessed. Industry experts recommend sending out no fewer than three and no more than eight RFPs with a two-to-three week deadline for responses.

Step Four: Choosing the Right Agency

When you have received your RFP responses, arrange face-to-face presentations from each of the 'finalists.' During these meetings, consider both quantitative factors (including pricing, channel expertise, and analytics/reporting capabilities) and qualitative – or intuitive – considerations (the agency's culture, and the chemistry between your staff and the agency's team). Weight these factors.

Step Five: Negotiate Contract Terms

Contracts can be a sticking point in negotiations. Before signing any contract, you should clearly understand the pricing, contract-length, and renewal status. Many advertisers want the flexibility of a month-to-month contract. However, agencies usually want longer contracts to ensure revenue flow. One factor to consider is that many digital campaigns, particularly pay per click (PPC - a form of online advertising whereby advertisers pay for each visitor sent) and search-engine optimization programs, take several months to build results.

If an agency is offering bundled services with additional built-in costs (i.e., website design, domain name procurement, call-tracking numbers, etc.) then an annual contract may be necessary. Some annual contracts include a three-month opt-out provision.

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Your brief to your new agency is probably the single most important document during the entire engagement. The brief, although focused and salient, should be strategic. Below is a rough outline to what should be included in your brief and there is a comprehensive template available for download at the end of this toolkit:

1. Introduction & Background

Why are you doing this?

2. Objectives

What is the most important outcome?

3. Evaluation Criteria

What does success look like?

4. Target Audience

Who are you targeting?

5. Customer take-out

What do you want your audience to think or do?

6. Competitor landscape

Who is doing what?

7. Tone of voice

What is your overall brand personality?

8. Key proposition

What is the most important thing you need to say?

9. Substantiation

Why should they believe you?

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PROPERTY MESSAGING &
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The same brand story, tone, language, and visual expression should extend across all customer touch-points.

Digital channels offer opportunities of immediacy and interactivity, and can be updated easily and efficiently.

Enhance my time:

- Enrich human connection
- Surprise & delight
- Romancing service
- Group navigation

Give me back my time:

- Maximizing efficiencies
- Transactions - Reservation booking engines
- Targeted awareness building - Banner ads
- Building loyalty - Email & text updates

72%

Empathica research shows that nearly three out of every four customers (72 percent) have used Facebook to make restaurant or retail decisions, based on comments and images that have been shared by other users.



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PROPERTY MESSAGING &
PLACEMENT

1. Tap into your most important social networks and focus your energy and resources there.

With so many social networking sites and tools available to your consumers, it's easy to get lost in the clutter. Therefore, you are more likely to succeed, if you focus your social media efforts on a few important channels, versus spreading yourself thin on 10 different platforms. Not sure how to narrow down the list of social media platforms? Facebook, Twitter, Pinterest and Yelp are four great places to start.

2. Reward customers for checking-in.

Local check-ins help boost your business's local search visibility. One suggestion is to treat your customers to a free appetizer or dessert by frequently checking-in at your location on Facebook, Yelp or Google Places, for instance.

3. Invest in a mobile-friendly website.

Every bar or restaurant needs a mobile-friendly website, or in other words, a website that is designed for mobile web browsers. Surprisingly, though, a recent study reveals that 95 percent of independent restaurants do not have a mobile website, and only about half of chain restaurants have some sort of mobile site. If you do not yet have a mobile-friendly site, it is well-worth the investment.

There are more than 91.4 million smart phones in use in the U.S., with almost 50 percent of all smart phone users being the most frequent restaurant goers. When looking for restaurant ideas and recommendations, there's a very good chance your customers will be searching for your bar or restaurant on their mobile device.



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THINKING DIGITAL
PROPERTY MESSAGING &
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When considering digital communications, remember that:

- You are now part of a conversation
- Digital is a channel, not the channel.
- Align and integrate with other brand touch-points.
- Digital interfaces with social networking sites.
- It's a great opportunity to capture data.
- Often requires editorial skills to manage.
- Keep your website fresh and updated.
- Think like an entertainment brand - have an opinion.
- Give your audience a 'voice' – curate stories.
- Understand the value of 'open-source' – sharing content.
- Monitor your social-media presence, intervene when necessary.

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Internal signage, way-finding, communications, promotions and point of sale are important customer touch-points and must be treated with the same levels of attention and care as more high-profile brand channels such as advertising and online communications.

Clarity, consistency and quality should be applied to every message, however big or small. Examples of property messaging applications include the rooms themselves, elevators, floor lobbies and signage systems.

Be sure to implement consistent graphic elements across all internal property channels – logo, typefaces and colors.

Also be aware and sympathetic to the property interior design scheme. Your messaging must be integrated with the experience in an elegant, purposeful and unobtrusive way.

Less is very often more.

Try to think as these messages as additions to the hotel environment and not high impact sales promotions.

Do think brand

Don't think sales

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Traditional Print Creative PROMOTIONAL CARDS

Example: HERB N' KITCHEN, NEW YORK HILTON MIDTOWN



SEASONAL MENU/MENU CHANGE PROMO CARD



SEASONAL MENU/MENU CHANGE PROMO CARD



DINNER PACKAGE PROMO CARD



DINNER PACKAGE PROMO CARD



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Traditional Print Creative PROMOTIONAL CARDS

Example: HERB N' KITCHEN, NEW YORK HILTON MIDTOWN



BIRTHDAY POSTCARD



LOCATION/NOW OPEN/ANNOUNCEMENT POSTCARD



GENERIC/FRESH/SEASONAL POSTCARD



HAPPY HOUR POSTCARD



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Traditional Print Creative PROMOTIONAL CARDS

Example: HERB N' KITCHEN, NEW YORK HILTON MIDTOWN



WEEKLY HAPPY HOUR PROMO CARD

FRONT

- PROMOTIONAL CARD THEMES:**
- SEASONAL MENU
 - DINNER PACKAGE
 - EVENT
 - HAPPY HOUR
 - WINE TASTINGS
 - ANNOUNCEMENT
 - GENERIC BRAND AWARENESS
 - BIRTHDAY



A WELL SEASONED MENU.

Lorem dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Our diverse menus offer you fresh, quality and healthy choices using local and seasonal ingredients in a warm, inviting setting.

HILTON SAMPLE CITY | 555 SAMPLE STREET, SAMPLE CITY SAMPLE STATE | 888.555.0000

NOSH, SIP, GATHER N' MINGLE.

Lorem dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

- \$12 OVEN BAKED FLATBREADS
- \$7 COCKTAILS AND MIXERS
- \$6 WINES BY THE GLASS
- \$4 BOTTLED AND DRAFT BEER

HILTON SAMPLE CITY | 555 SAMPLE STREET, SAMPLE CITY SAMPLE STATE | 888.555.0000

BOOK TWO NIGHTS. RESERVES TWO MEALS.

Lorem dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Herb N' Kitchen offers flexible choices for today's savvy traveler. Delicious food ready to grab to go or have delivered to your room.

HILTON SAMPLE CITY | 555 SAMPLE STREET, SAMPLE CITY SAMPLE STATE | 888.555.0000

SIP, SWISH, SNIFF N' TASTE.

Lorem dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

- TASTING DESCRIP: 1001 (E 8PM)

HILTON SAMPLE CITY | 555 SAMPLE STREET, SAMPLE CITY SAMPLE STATE | 888.555.0000

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Traditional Print Creative PROMOTIONAL FULL PAGE ADS / POSTER

Example: HERB N' KITCHEN, NEW YORK HILTON MIDTOWN



PROMO THEME:
VISITING PURVEYORS & CHEFS,
COOKING DEMONSTRATIONS



PROMO THEME:
IN HOTEL PROMOTION



PROMO THEME:
WINE TASTING OR
WINE & FOOD FESTIVAL



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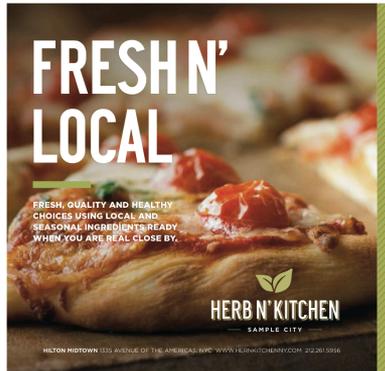
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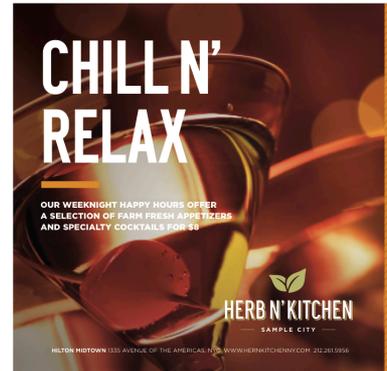
Traditional Print Creative

PROMOTIONAL NEWSPAPER / MAGAZINE / DIGITAL ADS

Example: HERB N' KITCHEN, NEW YORK HILTON MIDTOWN



PROMO THEME:
LOCAL/FRESH TO-GO



PROMO THEME:
HAPPY HOUR



PROMO THEME:
DINNER PACKAGE



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PROMOTIONAL KEY CARD INSERT & COMPLIMENTARY CARDS

Example: HERB N' KITCHEN, NEW YORK HILTON MIDTOWN



KEY CARD INSERT



COMPLIMENTARY CARDS



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MOBILE APPS | FUTURE DIGITAL ENGAGEMENT

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BANNER ADS

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BANNER ADS IN PLACEMENT

Example: HERB N' KITCHEN, NEW YORK HILTON MIDTOWN

The screenshot displays a hotel listing on the Travelocity website. At the top, the Travelocity logo and navigation menu are visible. The main heading is "New York Hilton Midtown" with a 4.3-star rating. Below this, there are several room type options with their respective prices and "BOOK" buttons. On the right side of the listing, there is a vertical banner advertisement for "REWARDS NIGHTLY" featuring a salad and the text "BOOK TWO NIGHTS NOW AND RECEIVE \$50 DOLLARS IN DINING REWARDS".

SAMPLE BANNER AD IN PLACEMENT



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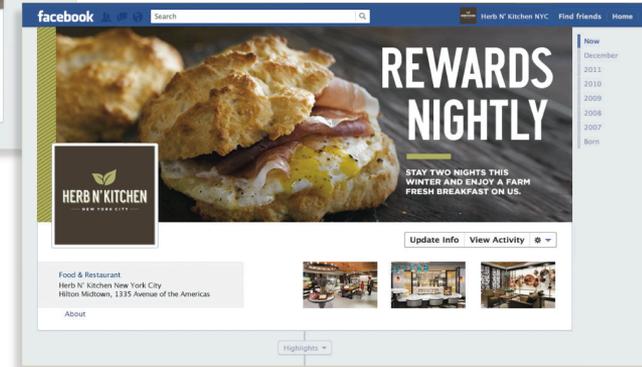
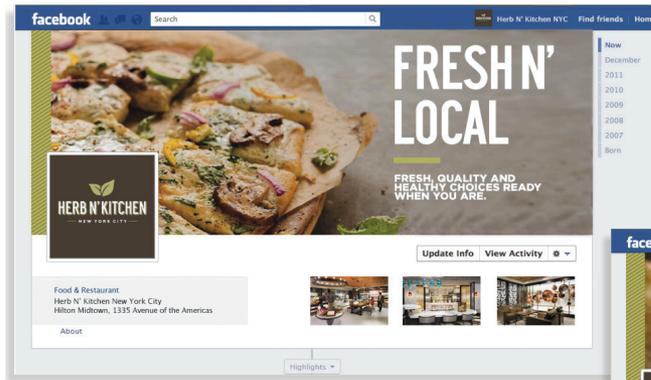
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FACEBOOK PRESENCE

Example: HERB N' KITCHEN, NEW YORK HILTON MIDTOWN



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NEWSLETTER / EBLAST TEMPLATES

Example: HERB N' KITCHEN, NEW YORK HILTON MIDTOWN



HOURS N' DELIVERY

HERB N' KITCHEN
MONDAY - SUNDAY 6:30am - 100am

BREAKFAST BUFFET
MONDAY - SUNDAY 6:30am - 100am

ROOM DELIVERY
MONDAY - SUNDAY 6:30am - 100am

A MENU THAT'S FRESH N' READY WHEN YOU ARE.

Consequo exernatur, omnihic tem re do lum, id ma volupatur sincidem si semi mi nis ped quam que con nit eum dic id mo lut por mo tur sunt vendere, omni molore facieni endellit volorep erchili cip sunde bis es et deliat emporiam volor samus, nati si volupatur, quis volupiti bus apide es mos ut volupta errunt verfe rrorrum aut vital qui endi distrum etur.

Necto veris millia qui te volorep ersperit, verf erferios assum que nest es ea volor ep tat iatur, omnosti quam, officiant ra der um nosam fuga. Uptaspe corepe que none plabori omnia que lautend ella udipus et quo blabo. Edigenit volupiti atateit elestia tur aut ariores tinuluu pta tiat aut am corem evel eum si quam.

TO PLACE AN ORDER:

PRESS 3303 ON YOUR ROOM PHONE

ROOM DELIVERY:
6:30am - 10:00am & 3:00pm - 10:30pm

Our menu items are available for local and national delivery from New York City. You will be charged for your meals. Your meals are subject to an additional 15% service charge which is only applicable to the delivery of food and drink. International travel, special requests, and other fees may apply. All menu items are available for local and national delivery from New York City as well as a great selection of retail items.



HOURS N' DELIVERY

HERB N' KITCHEN
MONDAY - SUNDAY 6:30am - 100am

BREAKFAST BUFFET
MONDAY - SUNDAY 6:30am - 100am

ROOM DELIVERY
MONDAY - SUNDAY 6:30am - 100am

WE'VE GOT A MENU THAT'S FRESH N' READY TO GO.

Consequo exernatur, omnihic tem re do lum, id ma volupatur sincid em si semni nis ped quam que con nit eum dic id mo bis as deliat emporiam volor samus, nati si vosi vol upatatur, quis volupiti bus apide es mo volupta errunt verfe ror ra aut vitat quis distrum etur.

Necto veris millia qui te volorep ersp erit, ver fer ferios assum que nest es ea volor que none plab ori omnia que lautend ella udipus et quo blabo. Edigenit volupiti ata tet elestia tur aut ariores tinuluu pta tiat aut am corem evel eum veris millia qui te volorep ersp erit, ver fer ferios assum que nest es ea volor que none plab ori omnia que lautend ella udip sus et quo blabo. Edigenit volupiti ata tet elestia tur aut ariores tinuluu pta tiat aut am corem evel eum si quaquis us.

TO PLACE AN ORDER:

PRESS 3303 ON YOUR ROOM PHONE

ROOM DELIVERY:
6:30am - 10:00am & 3:00pm - 10:30pm

Our menu items are available for local and national delivery from New York City. You will be charged for your meals. Your meals are subject to an additional 15% service charge which is only applicable to the delivery of food and drink. International travel, special requests, and other fees may apply. All menu items are available for local and national delivery from New York City as well as a great selection of retail items.



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Thank you

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We sincerely hope these guidelines are an inspiration to you and give you the tools you need to succeed in your restaurant.

If you have any questions, we are here to help you. Please call, write or email us @ Restaurant_Concepts@Hilton.com

This is just the start. There will be more to follow!



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