

MARKETING
TOOLKIT





INTRODUCTION

The Haute Grandeur Global Restaurant Awards™ recognises exceptional contributions by outstanding restaurants and is the highest achievement for the restaurant industry, honouring only the best of the best. The value of a Haute Grandeur Global Restaurant Award is powerful in terms of its ability to boost marketing and promises to have a direct impact on guest perception and revenue.

OVERVIEW

Being shortlisted for a Haute Grandeur Global Restaurant Award provides a restaurant with an ideal marketing opportunity. The Marketing Toolkit for members, provides information on the items that may be utilised to effectively publicise the property's achievements and encourages the industry to participate in the annual rating poll.

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1. SHORTLISTED BADGE FOR RESTAURANTS

Haute Grandeur Global Restaurant Awards™ Shortlisted establishments may utilise the Shortlisted Badge on all marketing material to encourage awareness. By incorporating the “confirmation of excellence” the reputation of the establishment will be further enhanced and given a marketing advantage.

Once the 2018 Shortlisted badge has been shared with you, it may be implemented on the establishment’s website and linked to the establishment’s unique profile on the Haute Grandeur website.

The Shortlisted Badge may be implemented on:

Menus

Brochures, Leaflets & Newsletters

Business Cards

Social Media Templates

Website

Restaurant Feedback Cards

Official print/online Advertisements



2. EMAIL BADGE

Haute Grandeur Global Restaurant Awards™ shortlisted properties are encouraged to create awareness by implementing the e-mail badges on the e-mail signatures of all employees.

www.hautegrandeur.com/restaurants/

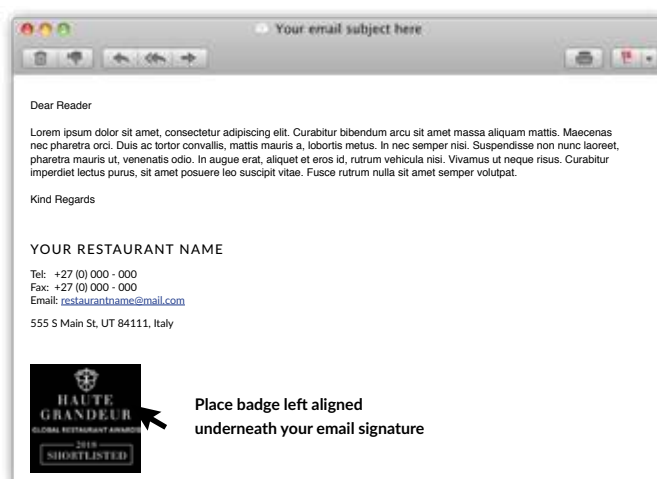
Size & Dimensions

Large: 75 pixels x 65 pixels

Small: 64 pixels x 56 pixels

Applicable to: Shortlisted, Winners

Application Example:



Shortlisted Badges



Shortlisted Email Banner



Download the E-mail Badge from the membership platform



Available Formats



3. SHORTLISTED WEB CERTIFICATE

The Haute Grandeur Global Restaurant Awards™ provides Shortlisted establishments with a Shortlisted Web Certificate to confirm their shortlisted result and serves as a stamp of excellence.





4. RATE US BUTTON

This button can be used effectively during the rating period to encourage guests to participate in the rating process.

Haute Grandeur Global Restaurant Awards™ permits Nominees to canvas clients and industry contacts to rate them during the annual rating process via the official rating poll.

Steps on how to implement the “Rate Us” Button on your website and email signature can be downloaded from the official participant membership platform.

White Application



Black Application



Download the Rate Us Button from the membership platform

Available Formats

5. RATE US DISPLAY BANNERS

This banner can be used effectively during the rating period to encourage guests to participate in the rating process

Size & Dimensions

Full Banner: 468 x 60

Leaderboard: 728 x 90

Skyscraper: 728 x 90

Square: 336 x 280



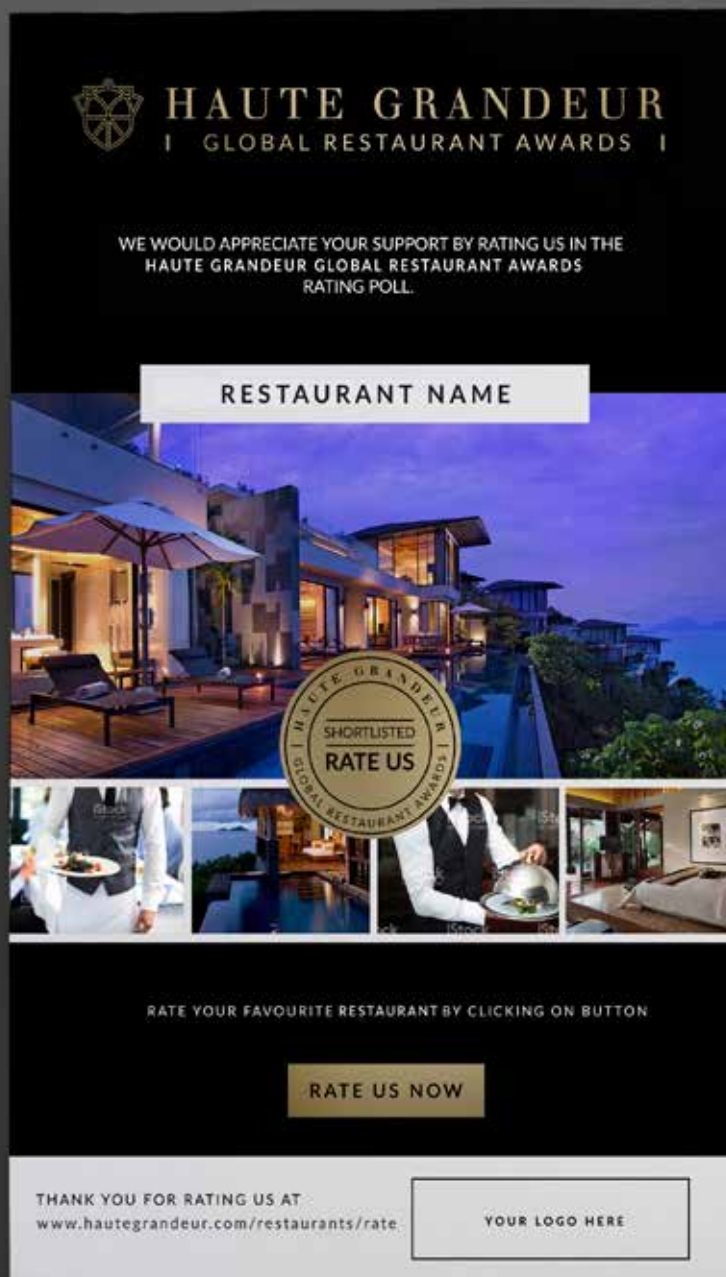
Download the Rate Us Banners from the membership platform

Available Formats



6. RATE US PERSONALISED MARKETING MAILER

This emailer can be personalized by the establishment and distributed via email to valuable connections during the annual rating period in order to encourage participation in the rating process.



Download the Rate Us Mailer from the membership platform



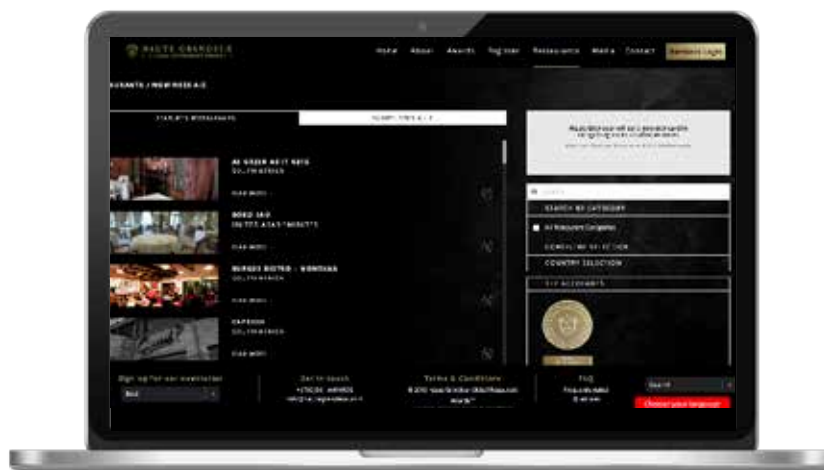
Available Formats



7. PERSONALISED WEB PAGE

Each shortlisted establishment will receive a personalized web page to display the establishment's images, write-up as well as contact and reservation details. This personalized web page will also display a special feature section, the establishment's previous awards as well as its press release. Once an establishment receives their member status, the establishment may manage their online profile via the online membership platform.

RESTAURANT PROFILES



RESTAURANT LISTINGS



Visit our website to view a featured restaurant page
www.hautegrandeur.com/restaurants/



7. SOCIAL MEDIA TEMPLATES



FACEBOOK



INSTAGRAM

Easy to use Powerpoint templates to create social media posts and cover images

www.hautegrandeur.com



8. RESTAURANT GUIDE FEATURE

Haute Grandeur's Global Restaurant Guide presents the industry with a useful selection of the best restaurants and serves as a guideline for travelers.





9. PERSONALISED FEEDBACK FORM

Each shortlisted establishment will receive access to a Personalised Feedback form which may be used to encourage guests to provide feedback after their visit.

Haute Grandeur Global Restaurant Awards™ encourage restaurants to utilise this form, but it is not compulsory.

Double sided, editable PDF for your convenience



Available Formats



10. E-MAGAZINE FEATURE

Members of the Haute Grandeur Global Restaurant Awards are featured within this online magazine to encourage awareness and bookings.





11. RESULT ANNOUNCEMENT MAILER

Participants of the Haute Grandeur Global Restaurant Awards™ may customise and use the Result Announcement Mailer to inform the industry of their results.



Download the Result Announcement Mailer from the membership platform



Available Formats

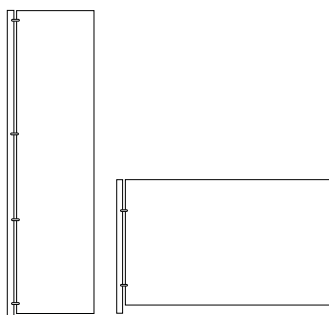


12. FLAGS

The Shortlisted flag options are available to all participants of the Awards.

The flag serves as a useful marketing tool to encourage awareness and can be ordered at a minimum charge. There are two dimensions to choose from and three colour options for your convenience.

Orders can be placed online via the membership platform



Size & Dimensions

Horizontal Flag Display
1800 mm x 1200 mm

Vertical Flag Display
3000 mm x 1800 mm

Flags colour availability



BLACK & WHITE



WHITE & BLACK



GOLD & BLACK





13. RECOGNITION BADGES

Winners are encouraged to use the Haute Grandeur Global Restaurant Awards™ Winner Badge on all marketing and corporate branding as well as for media purposes. This badge is ideal for global advertising and marketing campaigns to encourage maximum awareness.

By incorporating the “confirmation of excellence” the reputation of the establishment will be further enhanced and given a marketing advantage.

Establishments are encouraged to remove their shortlisted badge and to replace it with their winner badge. The winner badges can be linked to each establishment’s unique restaurant profile URL on the official Haute Grandeur Global Restaurant Awards™ website.

The Winner Badge may be implemented:

Menus

Brochures, Leaflets & Newsletters

Business Cards

Social Media Templates

Website

Restaurant Feedback Cards

Official print/online Advertisements



Available Formats



14. EMAIL BADGE

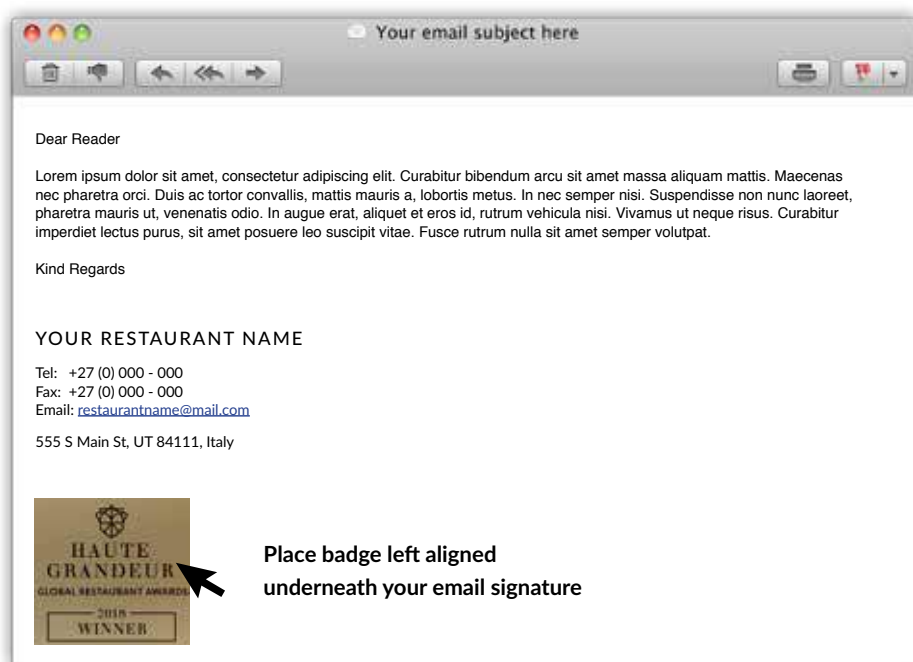
Winners are encouraged to create awareness by implementing the e-mail badges on the e-mail signatures of all employees.

Size & Dimensions

Large: 75 pixels x 65 pixels

Small: 64 pixels x 56 pixels

Applicable to: Winners



Winner Badges



Available Formats



15. WINNERS CERTIFICATE OF RECOGNITION

The Excellence Award Certificate may be display in the restaurant's reception, kitchen, corporate office or any area of relevance where it may attract attention.





16. OFFICIAL HAUTE GRANDEUR TROPHY™

Establishments are encouraged to display this coveted statuette in the most prominent location, such as the establishment's reception area and other public areas of interest.

Size & Dimensions
300mm x 240mm





17. PLAQUE

The official Haute Grandeur Global Restaurant Awards™ wall plaque is the perfect tool to display the establishment's winner result. This item should ideally be displayed in the restaurant's reception area where it is visible to its visitors.

The material is extra durable and ideal to withstand any weather conditions

The Plaque is made to order for winners only.

The Plaque can be ordered via the Haute Grandeur online order platform or by means of completing an order form.

Size & Dimensions
600mm x 200mm



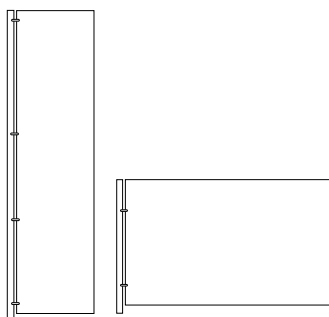
This image only serves to demonstrate the placement of the plaque and does not represent a specific restaurant



18. FLAGS

A flag serves as a useful marketing tool to encourage awareness. Flags are available in two dimensions and three color options are available.

The Flag can be ordered via the Haute Grandeur online order platform or by means of completing an order form.



Size & Dimensions

Horizontal Flag Display

1800 mm x 1200 mm

Vertical Flag Display

3000 mm x 1800 mm

Flags applicable for

Winners

Flags colour availability



BLACK & WHITE



WHITE & BLACK



GOLD & BLACK

