



NEW RESTAURANT MARKETING PROGRAM

What would an experienced opening and expansion team mean for your new business? We've opened over 150 polished casual and fine dining restaurants in nearly every major U.S. market – and quite a few smaller ones! We've introduced ten uniquely positioned concepts to markets nationwide, in Canada and Asia. Working in concert with management and operations, we deliver the manpower you need, when you need it without a long-term investment.

Perhaps you're an operator, a chef, or a financier – you may even be a marketing expert, but you still may not have the time, expertise, manpower or finances to market your new business properly. With everything else that's required to get your new restaurant up and running; wouldn't it be nice if you could purchase a turn-key solution for marketing your new business?

Actually, you can! We've taken our collective experiences, diverse skill sets and understanding of marketing successful restaurant openings and we've created our New Restaurant Marketing Program. This program contains the elements a new restaurant will need to not only execute a successful opening, but to establish a successful platform from which to grow into a stable, high performing restaurant for the long-term.

With your team, we'll facilitate the marketing of your new restaurant over a period of approximately six months. When our work is done, we'll effect a seamless transition, or continue to offer support as you may request. We look forward to bringing your vision to life!

The Hinson Group Team

ABOUT THE HINSON GROUP

Headquartered in New Orleans, Louisiana, The Hinson Group is a premier marketer of fine dining and polished casual restaurants nationwide. We apply our collective years of restaurant industry experience to your business and with it, we deliver results.

Whether you're looking for a completely integrated media and marketing plan or help with a particular project, we've assembled an exceptional lineup of highly creative, results driven, enthusiastic people.

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NEW RESTAURANT MARKETING PROGRAM OVERVIEW

The first step will be to develop your pre-opening marketing plan. With your feedback, our research and knowledge we'll develop an extensive marketing plan. In addition, our New Restaurant Marketing Program includes a number of key deliverables designed to ensure a successful launch. These are outlined herein.

WEBSITE

An effective, robust and hard working website is a necessity for most restaurants. Whether you're looking to drive reservations, provide directions, menus or other information, a well developed website is a crucial first step. We'll develop the creative and build the mechanics of your website.

DATABASE/CRM MANAGEMENT

We'll establish a database management system for your business. We'll work to build your database and segment your guests (as appropriate) in meaningful ways. We'll develop targeted messaging that will build traffic to your restaurant upon opening.

SOCIAL MEDIA

Social media has become an important vehicle for many restaurants and will be addressed for your new business. The type of restaurant you seek to open will drive the strategy we deploy for these pages. For example – for a quick service restaurant, coupon offerings may be appropriate. For a fine dining restaurant, we may execute different strategies for engaging the guest. We'll work with you to review your options and settle on strategies that make sense for your brand.

COLLATERAL DESIGN

Consistent branding is an important aspect of recognition for a new business. We'll seek to apply a consistent look to everything that's created around your new opening.

PUBLIC RELATIONS

We believe in public relations and will work to build interest in your opening within the community. Again, based on your specific business, we'll look at what opportunities we have to tell a story about your restaurant, the owner, chef, etc. Can we tie the opening to a charity? Is there a human interest story here? We'll work with you to create compelling news about your new restaurant.

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MEDIA NEGOTIATION

We realize all pre-opening budgets vary. Part of our fee will be to offer a recommended media plan based on your particular budget parameters. If approved we'll place the media on your behalf.

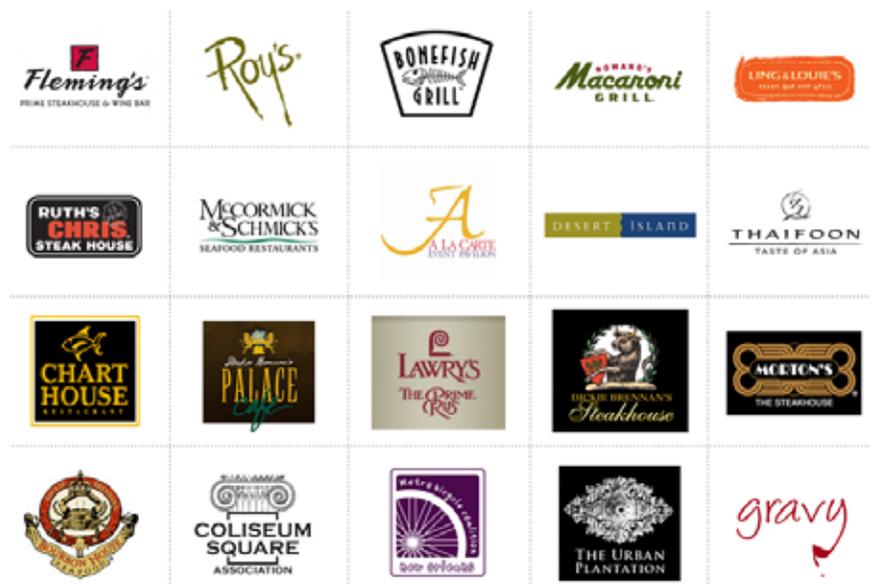
CONCIERGE PROGRAM

Again, depending upon your business, a "concierge" program may or may not be key to your business success – but most assuredly, some sort of grassroots outreach effort will be. Where applicable, we'll build out a detailed concierge program as follows. For a business where the concierge program is not applicable, we'll seek to identify another program that may perform comparably.

Our plan is designed for us to begin working on your pre-opening marketing plan four months prior to opening with materials development starting 90 days out. We will host weekly status calls for the duration of the project. We'll finish the transition 60 days post opening, unless we're retained for a longer duration. Included in the base fee is an in-market preliminary consultation, two weeks of in-market support pre-opening and a final in-market transition meeting. Travel expenses are additional.

For additional information and pricing, please contact Michael DeGeorge at 888.445.7323 x 714

OUR CLIENTS



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