Marketing and PR for Sustainable Restaurants

The Three Stags, SE1
25th January 2011
So you’re a sustainable restaurant...

Basic PR & Marketing Tips for getting your message across

Gina McAdam
Director, Cafe Spice Namaste
Principal, Stratemarco
Who are Cafe Spice Namaste?

- An independent London-based restaurant and food business with a 15-year pedigree
- Owned by Cyrus & Pervin Todiwala
- Produce hand-made ‘Mr Todiwala’s Splendidly Spicy & Deliciously Hot Pickles & Chutneys’
- Outdoor & Events Catering
- Master Classes & Chef Demonstrations
What is our message?

Sustainability – simply the way we work
- Energy conservation
- Waste efficiency
- Recycling
- Buy local, buy British
- Investor in People
- Helping individuals & the wider community
Our 10 rules for getting the message across

Rule No.1
Believe in your message – have a vision

Rule No. 2
Frame the message – choose your words, be consistent

Rule No.3
Choose your spokesperson – knowledge, passion, credibility
Our 10 rules for getting the message across

Rule No. 4
Build and cultivate your contacts
Database is king
Press contacts – local, national, trade
Food bloggers
Food critics
Other key influencers – e.g. Dinner Clubs
Empathetic peers
Our 10 rules

Rule No. 5
Choose channels within your reach and means

Exploit website, direct marketing, press & media publicity, social media

Seek out and accept Speaking Opportunities – *Hospitality Show*

Grasp opportunities to get involved – *SRA, Sustain, Hospitality Skills Academy, Tower Hamlets GrowWell project, Mutton Renaissance*

Host Events – *Time & Talents, Springboard UK charity*

Enter relevant Awards – *e.g. Sustainable Business Catey, City of London Sustainable Cities, Footprint Awards*

Food Fairs/Exhibitions
Our 10 rules

Rule No. 6

Be pro-active and reactive

Create good stories – e.g. seasonal menus, new products & suppliers, partnerships

Shape your content to suit the audience

Always say ‘Yes’ if you can help it

Don’t be afraid to say ‘No’ if you can’t

Offer yourselves up as a case study

Social Media – keep up the conversation
Our 10 rules

Rule No. 7
Network!

Rule No. 8
Follow up, follow through – your reputation depends on it!

Rule No. 9
Keep abreast of trends & developments
Our 10 rules

Rule No. 10
Monitor & Evaluate
...beyond ‘AVE’: a change in metrics

How much have you made a difference?
What policies/programmes have you influenced/participated in?
How many events/speaking opportunities have you been invited to?
What has the impact been on your bottom line?
Thank you!

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Building your brand through Facebook

Nicola Borradaile
25 January
The Three Stags
Establish your Brand values

• Although you product offering maybe similar to others, branding adds value and personality to your product – it also differentiates you

  – BA vs Virgin
  – Nokia vs Apple
  – Guardian vs Daily Mail
  – Ben & Jerry’s vs Haagen-Dazs

• Work out what you stand for in a few words
The same rules apply......

• No matter what sector your business is in...
easyJet

Honest, open, caring and fun
Great value
Taking on the big boys
For the many not the few
Relentless innovation
Keep it simple
Entrepreneurial
Making a difference in people’s lives
Mission statement and vision

The easyGroup mission statement:
Our mission is to manage and extend Europe’s leading value brand to more products and services, whilst creating real wealth for all stakeholders.

The easyGroup vision:
easyGroup will develop Europe’s leading value brand into a global force. We will paint the world orange!
Taking on the policy makers

Ethical approach

Changing attitudes

Sustainability

The importance of local

Recycling

Making a difference in people’s lives

Plain speaking

The importance of local

Sustainability

Taking on the policy makers

Ethical approach

Changing attitudes

Making a difference in people’s lives

Plain speaking
Mission statement and vision

The River Cottage mission statement:
Our mission is to be self sufficient, promote food integrity and the consumption of ethical, local and seasonal produce.

The River Cottage vision:
River Cottage aims through its products and experiences to promote a beneficial impact on our understanding, enjoyment and relationship with real food, and to contribute to the vibrancy of our local food community. It is a 'more than profit' organisation, which means that much of its income is reinvested into developing its ideology and the base of its activities; it holds back from business that conflicts with its ideology and commitment to ethical business practice; and it supports other organisations that share its ideas.
Target audience

• Define your target - who do you want to talk to?
• Generate a conversation - understand your demographic and speak to them and not at them
• Engage - Don’t just push your product and views - What are they interested in from a lifestyle perspective?
• Reason to believe – practice what you preach:
  – Hugh’s Fish Fight
• Tone of voice – make sure you are true to your brand values
The age of mass interaction

The digital age is the age of networks and conversations, where interaction is **simple, immediate** and **free**.
Why Facebook

The Internet is the place where real conversations take place

- Facebook is the **widest used social networking site**: over 500 Million users worldwide and over 27 Million in the UK!
- 4 out of 5 people aged 16-34 have an account
- 8 Million in total
- 78% watch video content
- 70% read customer ratings/reviews of products or services
- 56% read blogs
- 52% post ratings/reviews of products or services
‘Always ON’

• Identify the themes of highest importance to your brand that must be ‘Always On' for your brand’s core equity

• This means that your brand cannot JUST expect the consumer to wait until you have an initiative to launch for them to engage with the brand

• The consumer should be able to engage whenever. This is the ‘always on’ principle
Create remarkable and exclusive content in an optimised form

• Generate exclusive/interesting day-to-day content (links to videos, articles...) that is not limited to marketing campaigns

• Make sure the posts are written (attention grabbing headlines) and illustrated with visuals (key visuals) to maximise their ‘stopping power’

• Ask questions, get a debate going, encourage opinions

• It is worth assigning a community manager to create or find specific content on top of just managing posting
## Best practice - Posting

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<th>AM</th>
<th>PM</th>
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<tr>
<td>Number</td>
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<td>Repost 1&lt;sup&gt;st&lt;/sup&gt; pm status (previous)</td>
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<td>Format</td>
<td><strong>Image plus text for all posts where possible.</strong></td>
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<td>Image posts receive 22% more engagement than video posts.</td>
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<td>Image posts receive 54% more engagement than text posts.</td>
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<td>Video posts receive 27% more engagement than text posts.</td>
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Conversation calendar

• Be consistent - Create a monthly ‘diary’ and decide what topics you want to talk about
  – Your menu
  – Sustainability
  – Support relevant campaigns – Hugh’s Fish Fight
  – Promote your venue
  – Christmas parties

• Do not jump from one topic to the other in the space of a week unless there is a good reason to do so (‘Reactive post’ that responds to a particular external event that is relevant to your target audience or a response to a consumers post/question)
The rules of engagement

• Fans are like email addresses, their value is ‘0’ if they are not engaged

• Fans are top clients for Brands, they are worth a lot

• But the real questions are:
  - Can we build awareness and consideration for our initiatives?
  - Can we make them buy more and be more loyal?
  - Can we make them become brand advocates?

• Yes. As long as your content and conversations are engaging
Brand Fans – the viral affect

• Likers help to recruit Likers and will recommend brand interaction, they are your brand ambassadors
  
  – 60% of fans like talking about brand products and services to its network
  – 68% are ready to encourage their friends to become Likers of the brand on Facebook
  – 64% are ready to encourage them to become a client of these brands
Conclusion

• To date, Facebook have 5 million people who confirm they are ready to become brand ambassadors with their friends

• Brands should have a Facebook Fan Page to develop their customer relationship and above all, to build a brand influencers network...

• ...especially because of the strong growth of Facebook
  – Almost 1.5 million additional UK users each month on Facebook
  – In the UK, 80% of the women on Facebook are a fan of brands!

Brand fans are a real opportunity for brands... and fan pages are the tool to connect with them
Thank you
Richard Bell
The Three Stags

The Sustainable Restaurant Association

We are proud to say that The Three Stags is now a member of the Sustainable Restaurant Association (SRA)!

Sustainability is good for business and the planet. Sustainable fish, recycled waste, energy

Contact Information

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We're at the table

The Three Stags is a 2010 member of the RSA (Sustainable Restaurant Association)
Three Stags online:

• Blog about charcuterie and the pig: http://www.pinkhousefoods.com/

• You Tube: http://www.youtube.com/watch?v=lau_btlx190
PR and marketing 101 for sustainable restaurants

Julian Heathcote
Times of change

- Restaurants under increasing pressure to address a wide range of sustainability issues
- NGO’s are demanding it
- Government will legislate on it,
- Employees like it,
- The media are all over it

And most importantly consumers want it!
What consumers think

Do you think the restaurant industry is doing enough to tackle social and environmental issues?

NO – 66%

How much more likely would you be to eat at a restaurant if you knew they had an award for its overall social and environmental performance?

More or much more likely – 70%

Clearly this is crucial to long term success. So what’s holding restaurants back?
In the United Kingdom, France and Germany, we’d need 3 planets to sustain our current rate of consumption. The US would need 6.

Let them Eat Cake, WWF Report 2004
We can’t stop the bus

• Earth has finite resources; awareness of this and the effects we are having on the planet high in consumers’ consciousness

• Choices we pursue and actions we take now affect future

• Sustainability one of the most critical issues since industrialisation

• Manages not just the financial but also the social and environmental aspects

• Above all - good for People, Planet and Profit
Why market your sustainability

- Differentiates the brand
- Improves relationships with stakeholders: customers, employees, suppliers
- Builds customer confidence and trust
- Strengthens brand loyalty - 83% of consumers representing every generation are some shade of green
- Creates new market opportunities

* Taken from The New Rules of Green Marketing by Jacquelyn Ottman
“It takes 20 years to build a reputation and five minutes to ruin it.”

Warren Buffett, American billionaire investor, businessman and philanthropist
When your sins find you out

The Cocoa Tree claimed its product was certified organic - accreditation had actually expired

The ASA reported that that total environmental claims complaints against all advertising (whether formally investigated or not) had risen five fold since 2006*

*Advertising Standards Authority Annual Report 2007
• Encourage positive customer action by inspiring them to eat out more sustainably and replicate their supermarket buying decisions
• Engage employees by showing you are a responsible employer
• Strengthen your restaurant name or brand SRA Membership can help build this – use it
• Irresponsible marketing can damage reputation and cause mistrust
• False claims could lead to prosecution in some cases
• You may encounter negative or intrusive attention from NGOs from any false claims
• Aligning with third parties could threaten your reputation - check out their credentials first
• Not getting statements and facts backed up by experts can lead to exposure
Do this...

- Be transparent, open, honest
- Make sure any claims you make are backed up
- Be specific - ‘where possible’ is just too wishy washy
- Use ecolabels (e.g. organic, MSC, FSC) only where appropriate
- Train staff to deliver your key sustainable messages
- When you don’t know, say so, promise to find out and respond!
- Treat people fairly - good business sense, witness negative press of topping up wages with tips, Strada et al
- Develop a Responsible Marketing Policy and communicate it to employees, customers and suppliers…
Greenwashing refers to anything that is misleading and stresses the environmental credentials of a person, company or product when unfounded or irrelevant, e.g.

- an ‘eco-friendly chef’ who drives a gas guzzling SUV
- a restaurant that says it serves ‘sustainable fish’ but includes endangered species on the menu

- Try to avoid jumping on any environmental bandwagon for the sake or publicity or promotion
- Make sure you deliver any ‘green’ messages with responsibility and integrity
Greenwashing happens when:

- Claims cannot be substantiated and supported by credible documentary evidence
- Language is poorly defined
- There are suggestive pictures
- Misleading claims are made that focus on partial truths
- Claims are made that you are ‘the best’
- Endorsements are not actually made by ‘participating’ third parties
Tactics that won't break the bank
• Find a position that is yours and that you own
• Define your brand values and vision – incorporate and align it with sustainability explicitly/implicitly
• Use above to create 3 top line messages
Shifting media environment

The digital age

Mirroring the decline in reach of traditional media, the growth of digital media and the popularity of social content within that, word of mouth becomes the most trusted form of endorsement.

![Bar chart showing the trust in different types of endorsements.](chart.png)

Source: Nielsen Global Online Consumer Survey April 2009 / Base: All Respondents

*E.g. 90 percent of respondents trusted “completely” or “somewhat” recommendations from people they know.*
Years to reach 50m users

- 38 years
- 13 years
- 4 years
- 3 years

100 MILLION USERS IN UNDER 9 MONTHS
• 80% of Twitter usage is on mobile devices
• Only 14% of consumers trust advertising
• Social media has overtaken porn as the #1 activity on the web
• Social media means products and services find us rather than vice versa
• If Facebook were a country, it would be #3, behind China and India
• Traditional media is still important - copied and re-used, by internet, TV, local media
• Media in your local community very valuable
  • Paid for titles
  • Free newspapers
  • Free magazines
  • Local TV & radio
• New initiatives,
  • Your eco-build, kitchen equipment, re-use etc
  • Growing veg on your roof
  • Generating your own energy

• Take a stand – adopt an issue
  • Energy consumption in hospitality industry
  • Higher welfare meat
  • Healthy eating

• Sustainable stories
  • Apprentice scheme
  • How you raised £1000 for local school
  • Clubbing together with other businesses to tackle waste
  • Carbon figures - show how you are minimising your impact
Find a topic that you can ‘own’

- Speak at exhibitions and events
- Offer to do cooking demos
- Articles and by-lines
- Create or back campaigns like Fish Fight
- Share your skills, e.g. schools, disadvantaged sections of your local community
Social media

- **Blogs**
  - Write about what you know – doesn’t have to be a daily entry
  - Connect to other bloggers
- **Facebook**
  - Nuff said?
- **Twitter**
  - Get the conversation started
  - Use the 80/20 rule
- **You Tube**
  - Pack your video camera
  - Feature customer and supplier vox pops
  - Get a list of questions
• Keep your ear to the ground - the most important part of managing your brand online is understanding what is being said
• Use free online tools like Google Blog Search, Technorati, regular Google search
• Monitor and respond to online comments on toptable.co.uk, London Eating etc, Twitter, Facebook
Customer engagement

- Provide a forum for customer feedback, everything from Facebook to Survey Monkey
- Respond in a timely manner
- Never get defensive – accent the positive
- Get all staff singing from your hymn sheet
- If you don’t know, don’t make it up
- Remember – sustainability is a ‘journey’
Other stuff you can do

• Run competitions and promotions
  • Real Eating ‘Dice Rolling’ promo
  • Look at ideas in trade press
• Reward loyalty
• Awards – third party validation
  • e.g. Cateys Sustainable Business Award, OFM Awards etc
• Get yourself in local directories
  • First4London.com has a list of all available
• Internal newsletters
  • Great forum for promotions and feedback
• Get SRA Accreditation
3 groups

You will all be given a task with a scenario restaurant. Your task will be to:

- Define your brand values and vision
- Create 3 top line messages
- Detail your low cost communications plan using whichever channels you think will best fit your scenario restaurant

15-20 minutes to prepare

5 minutes to present