



WHISTLE

HOSPITALITY MARKETING

Credentials – January 2011

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WHO WE ARE

- Full-service **design & marketing agency** specialising in the hospitality sector.
- Experience of working with **hotels, restaurants & other hospitality businesses** of all sizes.
- Bespoke marketing expertise from **strategic planning, branding, internet marketing, print design & production** to complete marketing solutions for **new openings**.
- Our **dedicated focus on the hospitality industry** means we understand the particular challenges our clients face every day.

WHAT WE DO

- Websites
- Email marketing & SMS campaigns
- Social media
- Search engine optimisation (SEO)
- Design & production of menus, brochures, flyers, table-talkers etc
- Branding & service appraisal
- Marketing plans
- Display & signage
- Photography & video
- Direct mail & copywriting

BENEFITS OF CHOOSING WHISTLE

- **In-depth knowledge of your industry.**
- Our expertise means we can work with you to **achieve the results you want.**
- Headquartered in Cheshire, we offer great cost effectiveness – in short, **your budget goes further.**
- Our **flexible approach** means we can work project-by-project or retained to act as your own marketing department.

BENEFITS OF CHOOSING WHISTLE

We are **dedicated to the hospitality sector**; we know your market.

By delivering the right mix of great design and proven marketing communications we can help to:

- Identify & **raise your profile** with potential customers & new markets
- **Increase loyalty** among existing customers
- **Build your brand** & ensure your marketing accurately & effectively reflects what you have to offer
- **Add value** through strategic partnerships
- Develop joint marketing and cross-promotion opportunities

WHISTLE PEOPLE

- **Over 20 years experience** in marketing communications & the hospitality trade.
- Senior experience of working both in marketing agencies & 'client side' with 5-star hospitality brands.
- Expertise in marketing communications & brand management.
- Experience in business leadership & strategic planning.
- 'Can do' ethos; committed to delivering the highest levels of customer service.

OUR CLIENTS

Our client list features **luxury brands from the hotel, restaurant & self-catering markets**, as well as hospitality trade suppliers.

- Chester Grosvenor Hotel & Spa: La Brasserie
- The Grosvenor Spa
- Simon Radley at the Chester Grosvenor
- Nelson Hotels: The Bear's Paw, Cheshire
- Nelson Hotels: The Pheasant Inn, Cheshire
- Nelson Hotels: Spa By Kasia, Cheshire
- Hart's Hotel & Restaurant, Nottingham
- The Courtyard, Cheshire
- The George & Dragon, Cheshire
- Dovecliff Hall Hotel, Derby
- The Bridge Hotel, Thrapston
- Quo Vadis, London
- Fino, London
- Barrafinna, London
- Plumb Interior Design
- Barlounge, Chester
- Upstairs at the Grill, Chester
- Hickory's Smokehouse, Chester
- Austwick Traddock, Skipton
- Rampsbeck Country House, Ullswater
- Chester & Cheshire Hoteliers Association

CASE STUDY: THE CHESTER GROSVENOR & SPA

WWW.CHESTERGROSVENOR.COM

Following competitive pitches each time, Whistle has won commissions for three prestigious projects at the five red-star property.

- Redesign of the printed brochure for the hotel's luxury spa.
- The success of this work led to a further commission to refresh the brochure 18 months later.
- Develop a new brand identity for the hotel's Michelin-starred fine-dining restaurant, *Simon Radley at the Chester Grosvenor* (formerly The Arkle)
- Develop a new printed menu concept for the hotel's casual dining restaurant, *La Brasserie*
- Design & produce a suite of printed menus for *La Brasserie* to implement the new concept.



THE CHESTER GROSVENOR AND SPA





THE CHESTER GROSVENOR AND SPA



at THE CHESTER GROSVENOR



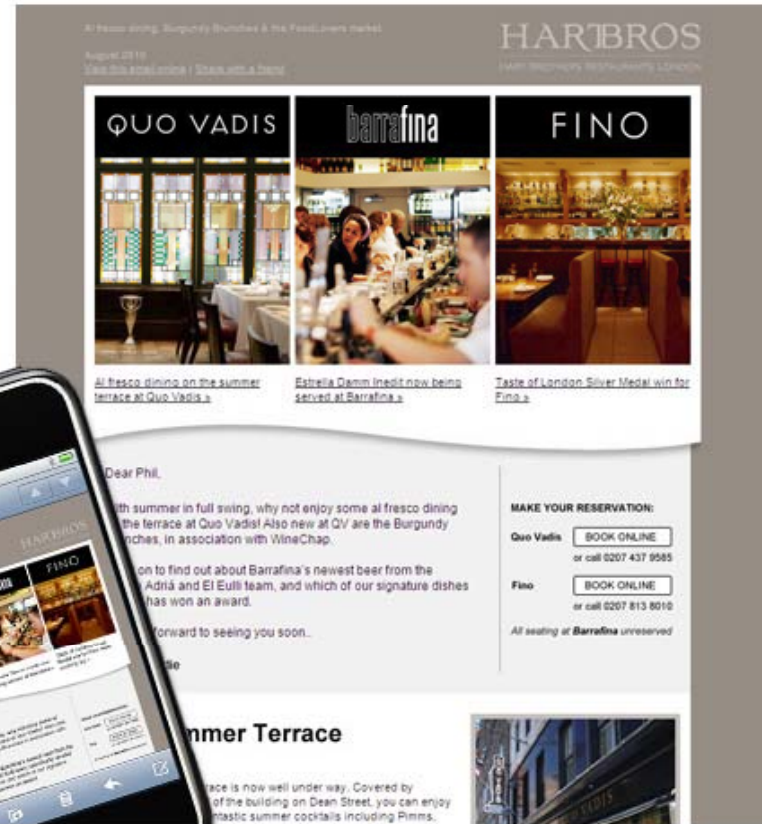
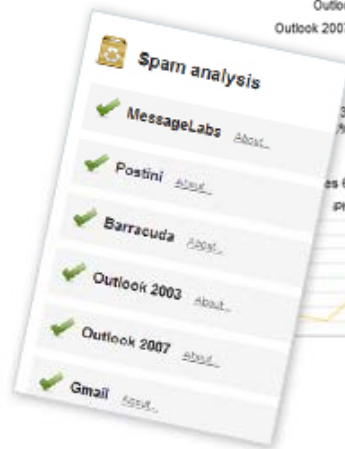
CASE STUDY:

HARTS BROTHERS, LONDON

WWW.QUOVADISSOHO.CO.UK

Whistle was approached by Sam & Eddie Hart to refresh the email marketing programme for their renowned Soho restaurants: **Quo Vadis**; **Fino**; and **Barrafina**. We developed a 'Harts Bros' parent brand identity and created a distinctive new look & feel for their emails.

- Emails hand-coded & tested in 27 major email programs & all major spam filters.
- Campaigns sent using our in-house 'Send&Connect' social e-marketing system.
- Emails designed & tested for compliance with mobile devices such as iPhone.
- Campaigns fully tracked & real-time online statistical reporting delivered to client.
- Achieved open rates in excess of 28% (industry benchmark typically c.20-25%).
- Trend reporting allows ongoing monitoring & optimised campaign planning.



HARTBROS

HART BROTHERS RESTAURANTS, LONDON

CASE STUDY:

HICKORY'S SMOKEHOUSE, CHESTER

WWW.HICKORYS.CO.UK

Whistle was engaged from initial concept through to development & launch of Hickory's Smokehouse, a new American barbecue restaurant opened in March 2010.

We provided a complete package of marketing support including:

- Brand name & identity development.
- Marketing planning.
- Pre-launch promotions, both online & offline.
- Website / email campaigns.
- Menu / printed collateral design & production.
- Design & production of signage & external display.
- Development of separate family-friendly identity.

HICKORY'S
Smokehouse

WHAT OUR CLIENTS SAY:

“I am delighted to say that the feedback on the CCHA website has been excellent.”

Ross Grieve, Chairman of Chester & Cheshire Hoteliers Association

“Guests regularly comment on the professionalism of the email newsletters they receive. Stephanie is a breath of fresh air to work with and we look forward to working with her and her company, Whistle, for some time to come.”

Roger Maher, Proprietor of The Courtyard

“We always look forward to working with Whistle. Their fresh outlook and experience have helped us immensely with the successful promotion and exposure of our business.”

Katie Plumb, Plumb Interior Design

DISCOVER THE WHISTLE DIFFERENCE

To find out more about how **Whistle Hospitality Marketing** could add value to your business:

Telephone **01606 882920**

Email **hello@whistlehospitality.co.uk**

Visit **www.whistlehospitality.co.uk**