

MAY 2020

# 100 Day Playbook for Pubs, Restaurants, Coffee Shops, QSR, Takeaway & More The Relaunch Plan

The ultimate marketing and communications guide for pubs, restaurants, cafes and more, for how to relaunch after lockdown has been unveiled.

Offering over £150,000 of free guidance and best practice on branding, marketing, PR, digital and social, the 100 Day Playbook has been created by a collective of leading agencies and consultants including KAM Media, Fleet Street Communications, ME:MO Media, Smithfield, Supersonic Inc, 2 Forks, DataHawks, Bums on Seats, Wireless Social, Feed It Back, Studio Nomad.

With 39% of UK adults thinking that they'll eat and drink out less after lockdown measures are lifted<sup>1</sup>, some of the best marketing and communication brains in the hospitality industry have collaborated to share insider knowledge, advice and insight in order to offer businesses the best possible chance to tackle reopening in a post-COVID19 world. As consumers are more conscious than ever, any actions from brands and businesses both now and post-lockdown, positive or negative, will be remembered for many years to come.

The purpose of the 100-Day Playbook will be to help operators navigate how they come back to life, and flourish. The content has been curated by the collective, covering all vital facets for successful relaunch:

- Research – Katy Moses and Katie Jenkins – **KAM Media**
- Data Analytics – Vic Searl – **DataHawks**
- Understanding the Guest Experience – Carlo Platia and Julia Platia – **Feed it Back**
- Guest Wifi – Julian Ross – **Wireless Social**
- Brand DNA – Mark McCulloch – **Supersonic Inc**
- Brand Visual Identity – Stuart Watson – **Studio Nomad**
- Brand Tone of Voice – Annica Wainwright – **2 Forks**
- Marketing Strategy – Mark McCulloch – **Supersonic Inc and Gabby Kirby**
- Media Planning – Adam Shoefield and Katie Hodgkinson-Morgan – **Smithfield Agency**
- Local Marketing – Mark McCulloch – **Supersonic Inc and Gabby Kirby**
- Driving Sales & Pre-Booking – Amber Staynings – **Bums on Seats**
- PR – Mark Stretton, Kaye Rawlings and Laura Cunningham – **Fleet Street Communications**
- Digital and Social Media – Nat Coombs, Hannah Clark, Rosie Prior – **ME:MO Media Ltd**

Already requested over 300 times ahead of launch, the 100 Day Playbook is now available at [www.100dayplaybook.com](http://www.100dayplaybook.com). The guide will be free for all operators, saving thousands on marketing advice and consultancy. Everyone that downloads the booklet will be encouraged to donate to charity Hospitality Action, which has been helping vulnerable people with a background in the hospitality industry to get through the crisis.

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<sup>1</sup> KAM Media

Mark McCulloch, founder and CEO of Supersonic, who spearheaded the 100 Day Playbook project, said: “This project is about hospitality’s best agencies and brightest marketing minds coming together to really support our venues, brands and businesses in getting back on their feet, and getting as many guests as possibly back into their venues when they reopen. It’s been a real team effort. I’m so pleased to be sharing this with our industry and look forward to how businesses incorporate some of insight, methods, tips and tricks we’re sharing.”

**ENDS**

Issued by Fleet Street Communications on behalf of the 100 Day Playbook Collective. For further information, please contact [hello@fsc.uk.com](mailto:hello@fsc.uk.com).

**Notes to Eds**

- Available from Wed 27<sup>th</sup> May 2020
- 100 Day Playbook for Pubs, Restaurants and Coffee Shops: [www.100dayplaybook.com](http://www.100dayplaybook.com)
- Request directly from: [100dayplaybook@gmail.com](mailto:100dayplaybook@gmail.com) (until 12pm on Wed 27th May 2020)
- #100DayPlaybook (hashtag for use)