



HDA
HOSPITALITY DEVELOPMENT ALLIANCE

Step 1: Branding TO GO!

A few questions first:

What gender are you targeting? (Circle) Male or Female

What age group are you targeting?

Are you targeting a local business, hospital, or school?

What economic level are you trying to reach?

1. **Differentiation** – What would make your TO GO unique from the competition? (Examples: Price, Speed, Quality, Health, Ease of Process)

2. **Relevance** – How appropriate is the difference to the audience you want to reach? Don't forget to ask your customers what they think about it.

3. **Communication** – What is going to be the slogan of your TO GO campaign?



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Step 2: Selecting your TO GO menu and keeping relevance.

1. What items are you going to put on your to go menu? Think how well it will travel

1. Menu Item 1: _____

2. Menu Item 2: _____

3. Menu Item 3: _____

4. Menu Item 4: _____

5. Menu Item 5: _____

2. What containers are you using for to go? Does it include your slogan and Logo?

3. Is your menu items and containers relevant?

Yes or No



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Step 3: Launching Your TO GO! Knowledge and Communicate

1. What is your budget to launch and promote TO GO? _____
2. Where are you going to spend your budget?
 1. Make sure that any advertising you do is relevant to the audience you have selected to go after. Radio, TV, Newspaper, Internet or none.
 2. Using your Internal Marketing Power (Good Resources: vistaprint.com and printplace.com)
 1. Email Blast?
 2. Website Changes?
 3. Table Tents?
 4. Banners (Only \$35 from Vista Print for 6' x 2.5')?
 5. Menu Inserts (printplace.com)?
 6. T-Shirts?
 7. Posters?
 8. Door Hangers?
 9. Bounce Back Flier's included with TO GO
 10. Server Buttons?
3. Wait Staff Communication? How many times did Owner or Manager explain the campaign?
 1. Date 1:
 2. Date 2:
 3. Date 3:
 4. Date 4:
 5. Date 5:
 6. Date 6:

Measure, Measure, and Measure.

1. **How many of the TO GO menu items have you sold in a given month?**
2. **What was the increase of business over prior year?**
3. **You only have one chance with the customer.**