

RESTAURANT WEEK 2020



MARCH 6-15, 2020

WHY PARTICIPATE IN CHICAGO NORTHWEST RESTAURANT WEEK?

- **FREE promotion for partner restaurants**
- **\$50,000+ local multimedia advertising campaign** funded by Meet Chicago Northwest to support our partner restaurants during a typically slower time of year.

HOW DOES MY RESTAURANT PARTICIPATE?

Restaurants agree to:

- Participate March 6-15, 2020.
- Value-Priced Menu* — separate from regular menus.
- Lunch and/or Dinner flat-rate pricing (example: \$15, \$20, \$40, etc.).
- **2-course** lunch menu and/or **3-course** dinner menu. Menus can be any combination of the following examples: soup, salad, appetizer, entree, dessert, non-alcoholic drink.
- Donate restaurant gift cards/certificates valued at \$200 for promotional use.

**Menus are exclusive of beverages, tax and gratuity unless otherwise specified in menu.*

RESTAURANT WEEK GUIDELINES

- Submit the **Restaurant Week 2020 Participation Form** via <http://bit.ly/2O9nFxf>.
(No handwritten forms accepted.)
- Submit your menu in a Word Doc or PDF. Be sure to include your logo.
(No handwritten menus accepted.)
- Donate gift cards/certificates valued at \$200 (preferred denominations of \$25 or \$50).
- Create a separate lunch and/or dinner menu with flat-rate pricing for the entire 10-day promotion.
- Provide **at least 2 options** for each course. Gluten-free and vegetarian options are encouraged.
- Submit your menu/EPS logo/high resolution food image to **Alyssa** at aullo@chicagonorthwest.com for posting to dinechicagonw.com!

MARKETING TOOLS

Use these marketing materials to promote Restaurant Week to YOUR customers via email, social media and internal promotions!

The following materials will be available for download:

- Facebook and Twitter Headers
- Instagram image template
- Email blast header
- Restaurant Week logo

Check Presenters will be available for you to use on your tables, hostess stands, and of course, inside check presenters! Delivered to your restaurant late January.



*NOT TO SCALE

2019 Stats



**participating
restaurants**



**new diners ordered
from Restaurant
Week menus**

"We love to participate in Restaurant Week because we get a lot of new customers. With a strong and appealing advertisement, Restaurant Week informs and engages people who are excited to learn and try new restaurants. It certainly boosts our sales and promotes healthy competition among businesses."

**— Ana Santos-Vitelo
Brazil Express Grill**

TIPS FOR A SUCCESSFUL RESTAURANT WEEK

1. **Show consumers more value! The better the deal, the more attention your restaurant will receive.**
2. **Several options for each course.**
(example: protein, seafood, gluten-free and vegetarian options)
3. **Make sure to market Restaurant Week to your customer email database.**
4. **Tag #dinechicagonw on social media. Use our Marketing Tools!**
5. **Entice a return visit with a bounce back offer.**
6. **Make sure staff is aware of the Restaurant Week offer.**
7. **Restaurant Week menu should be completely separate from your regular menu.**
8. **If your menu changes, please contact us (847-490-1010) ASAP to update our website.**
9. **PDF menu is created for our site. We are happy to provide it to you for your use!**
10. **Track how many Restaurant Week purchases you receive and where they heard about Restaurant Week! Survey results from 2019 suggest some restaurants received 500 or more customers during the 10-day period.**

"We had 96 guests come in strictly because of Restaurant week! I loved hearing about it on the radio as well as on Facebook. Thank you so much! We considered it a great success and met a lot of new customers."

**— Claire Taylor
Miller's Ale House**

WHAT KIND OF PROMOTION WILL MY RESTAURANT RECEIVE?

Print:

- FREE Daily Herald print ad (5.452 in. w x 5 in. h – color) valued at \$600. Must be used before May 31, 2019.
- Restaurant imagery included on 4 in x 9 in rack cards

Radio:

- Restaurant mention on WRMN AM-1410 - The Radio Shopping Show

Online:

- Restaurant image/logo, value-priced menu, and a link back to your mini-site on ChicagoNorthwest.com. Participating OpenTable restaurants will also have reservation links.
- OpenTable restaurants will be featured on a custom OpenTable landing page.

SAMPLE DAILY HERALD AD



*NOT TO SCALE

DEADLINE: JANUARY 17

MULTIMEDIA CAMPAIGN:

- Daily Herald and Daily Herald Business Ledger

- Sticky Notes, Two Homepage takeover days plus Cook County section takeover
- **NEW:** DH sponsored content story, Email campaign with retargeting

- Facebook and Instagram

- Journal & Topics

- Sticky Note and insert

- MCNW Website

- OpenTable

- WRMN AM-1410

- **NEW:** WGN Radio - 90 commercials

- WGN TV

- Homepage takeover, ad messenger (in app), Facebook dark post, WGNTV.com display ads, Streaming tv commercials, Weather Channel
- **NEW:** Spotify, WGN Email blasts with certificate giveaways

- Community Source/Community Bargain Hunter

- Digital Billboard Grand Court at Woodfield Mall

- Felt Like A Foodie blogger

- AAA Living Magazine Jan/Feb ad

- Remarketing ads on Google Display and Facebook

HOW DO I PARTICIPATE?

1) Fill out the **CHICAGO NORTHWEST RESTAURANT WEEK** participation form at <http://bit.ly/2O9nFxf>.

2) Submit your menu in a Word Doc or PDF. Be sure to include your logo. *(No handwritten menus accepted.)*

3) Submit a high resolution (300 DPI) restaurant logo and Restaurant Week food image.

4) Submit \$200 in restaurant gift cards.

Contact **Christina Nied, Partnership Manager**
at 847.490.1010 OR
cnied@chicagonorthwest.com.