



# Marketing Support

When you buy into the Hog's business, you also buy into the Hog's brand. We support you and your business by providing a highly recognised national brand, running national campaigns, digital marketing support, and other activations to drive brand awareness and sales. We also provide you with the tools and resources needed to promote your business locally.

What marketing looks like at Hog's:

## *The Brand Strategy and Marketing Plan*

As the brand owner, we have developed a Brand and Marketing Strategy that clearly outlines who we are as a brand, what we stand for and how we aim for Hog's to be perceived by consumers. The Brand Strategy touches all areas of the business, and the Marketing Strategy outlines how we communicate that with the public.

## *Promotional Calendar and Campaigns*

The Marketing Team, Food Service Team and Operations Team work collaboratively to design a Promotional Calendar each year that brings together consumer insights and trends in order to drive sales. We create the campaign, select the relevant media, develop the training materials and launch these campaigns and promotions throughout the year to support the brand and our restaurants.

## *Social Media and Digital Support*

At Hog's, we run national social media accounts that foster relationships with consumers through different social channels. We also utilise other digital tools such as our website, search engine marketing and digital advertising to reach consumers in ways that are relevant to their behaviours. In addition to this we have available local Social Media support that can form a part of your Local Store Marketing Mix, where you can engage with your direct community through Facebook.

## *Local Store Marketing & Graphics Support*

The Marketing Team includes a Local Store Marketing resource who works to develop Local Store Marketing Tools, Case Studies and Template Artwork that you can utilise in your local community to drive the brand and sales locally. We also offer Graphic Designers who are available to assist in creating Local Store artwork to support your Local Marketing Plans.

## *Consumer Research*

We are strong believers in understanding our customer so we conduct frequent Brand Tracking research so we are across our brands levels of awareness and consideration within the market place. We also commission bespoke research every few years to deep dive into consumer perceptions which helps best guide future Brand Strategies and Marketing Plans.

All of these elements together work to drive the Hog's brand forward, and deliver good food and good times with good people.

## *Good Food, Good Times, Good People.*

“ MY ADVICE TO ANYONE CONSIDERING A RESTAURANT FRANCHISE IS: KNOW YOUR MARKET; BE PREPARED TO WORK HARD; BE PREPARED TO WORK LONG HOURS; BE ABLE TO TAKE ON CHALLENGES AND CHANGES; ENSURE YOU HAVE THE SKILLS TO BE CONSTANTLY LOOKING TO IMPROVE; BE REALISTIC WITH GOALS; HAVE AN EXIT STRATEGY. ”

**Ross Worth.**

*CEO, Hog's Australia's Steakhouse*

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Contact the development team at [development@hbca.com.au](mailto:development@hbca.com.au) or visit our websites.

Hog's Australia's Steakhouse  
[www.hogsbreath.com.au](http://www.hogsbreath.com.au)

Hog's Express  
[www.hogsxpress.com.au](http://www.hogsxpress.com.au)

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