



Launch of major new marketing campaign

07:00:00 GMT 09 November 2022

RNS Number : 7290F
Hostmore PLC
09 November 2022

Hostmore plc

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Reflecting strategic commitment to elevating brands and enhancing relevance

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Hostmore plc (the "Company"), the hospitality business with brands including 'Fridays', '63rd+1st' and 'Fridays and Go', has launched a major new marketing campaign for its Fridays brand, "Show your Stripes".

The new digital-first campaign reflects a key pillar of the Company's strategy which seeks to enhance marketing activity and broaden customer appeal, making its brands more relevant to the consumer. The 'relevance' pillar is delivered through the Company's focused efforts to elevate its brands and differentiate them in a competitive consumer environment.

The "Show your Stripes" campaign centres on inclusivity and liberation, encouraging guests to visit Fridays restaurants, be their most authentic selves and have the confidence to celebrate what makes them unique. It not only assigns refreshed meaning to the iconic Fridays stripes, marking a significant step forward in defining the brand's new identity, but also heralds a renewed focus on the bar - a nod to Fridays' roots.

The campaign will be running until Christmas across YouTube, TikTok, social and digital. The campaign film can be viewed here: <https://bit.ly/3MFQfUK>

Rhiannon Scarlett, Hostmore plc's Chief Marketing Officer, commented:

"Show Your Stripes" brings new meaning to the Fridays iconic stripes that we all know and love, and it has been incredible to work with our team to create something that we really believe speaks to both our current and next generation of guests. We want everyone at Fridays to feel like they can show up as their true selves, and know that Fridays is a place where they can show their stripes - whatever they may be."

Robert B. Cook, Hostmore plc's Chief Executive Officer, added:

"We are working tirelessly to strengthen our brands and their relevance to the consumer, investing in a high-quality offering in food, drinks, and a unique celebratory experience, as demonstrated by this new campaign.



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"In an environment where consumers are putting more thought into where they spend their money, we recognise the importance of elevating our positioning as an aspirational destination and are investing in enhancing our marketing efforts to achieve this."

ENDS

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NOTES TO EDITORS

About Hostmore

Hostmore plc is a UK hospitality business which runs the American-themed casual bar and dining brand, 'Fridays' (formerly TGI Fridays), the cocktail-led bar and restaurant brand, '63rd+1st', and the fast casual dining brand, 'Fridays and Go'.

The Group was established in 2021 to provide a platform for the development and growth of attractive hospitality brands, defined by their iconic brand experience and vibrant heritage. Hostmore is focused on the organic growth of its existing brands, alongside expanding through new, exciting concepts which have roll-out potential.

Hostmore currently operates 90 sites in the UK, the majority of which are in high footfall locations, including retail parks, shopping centres and city centres.

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