



RED

MARKETING

CASE STUDY

Restaurants

Since 2014, RED Marketing has been actively involved in the restaurant industry. The journey began with Trumps Grillhouse & Butchery, marking the inception of our collaboration. As their dedicated marketing partner, RED Marketing seamlessly handles a spectrum of services, from photography and content curation to social media management. Our expertise extends to website development, advertising, creative design services, media bookings, event management and influencer marketing – a comprehensive approach aimed at promoting the restaurant.

In 2016, Ghazal North Indian Restaurant became another esteemed addition to our clientele, benefiting from the same services. Over the years, RED Marketing has conducted numerous photo shoots for over 60 diverse restaurants – including prominent establishments at Sandton City, Mall of Africa, Nelson Mandela Square, 204 Oxford, Baywest Mall and Hemingways Mall since 2015, as well as Tashas in Battersea, London in 2024.



HIGHLIGHTS:



RED Marketing has created content for over 60 restaurants.



RED Marketing has worked with Trumps Grillhouse & Butchery for **over 10 years**.

Trumps Grillhouse has received features in various print and online publications worth over an **AVE of R10 000 000**.



Grew social media following to over **100 000 followers** on Facebook



Grew social media following to almost **100 000 followers** on Instagram



Ranked the **number 1 steakhouse** in Johannesburg on TripAdvisor



Rated **number 1** on TripAdvisor for Indian cuisine.



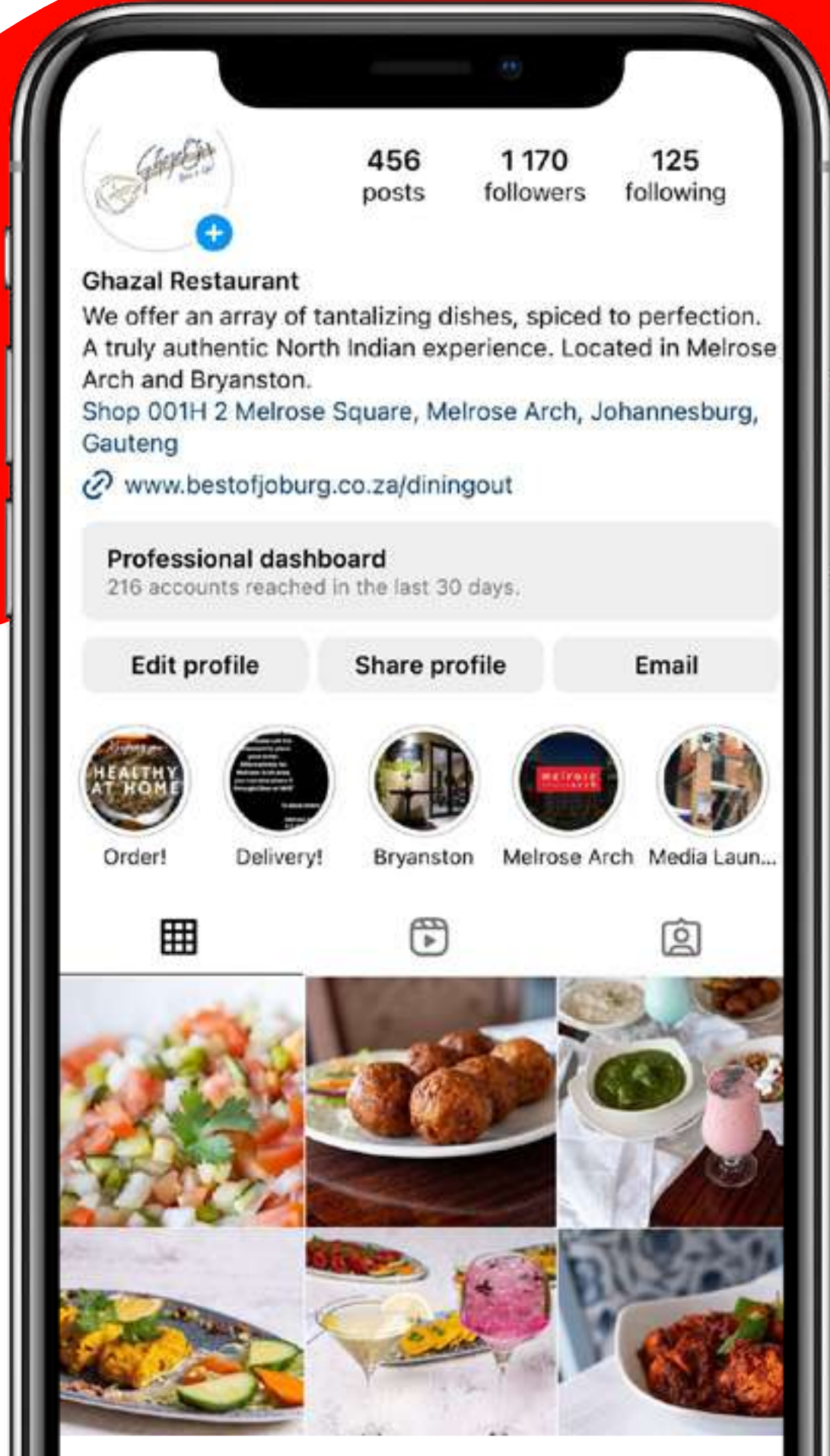
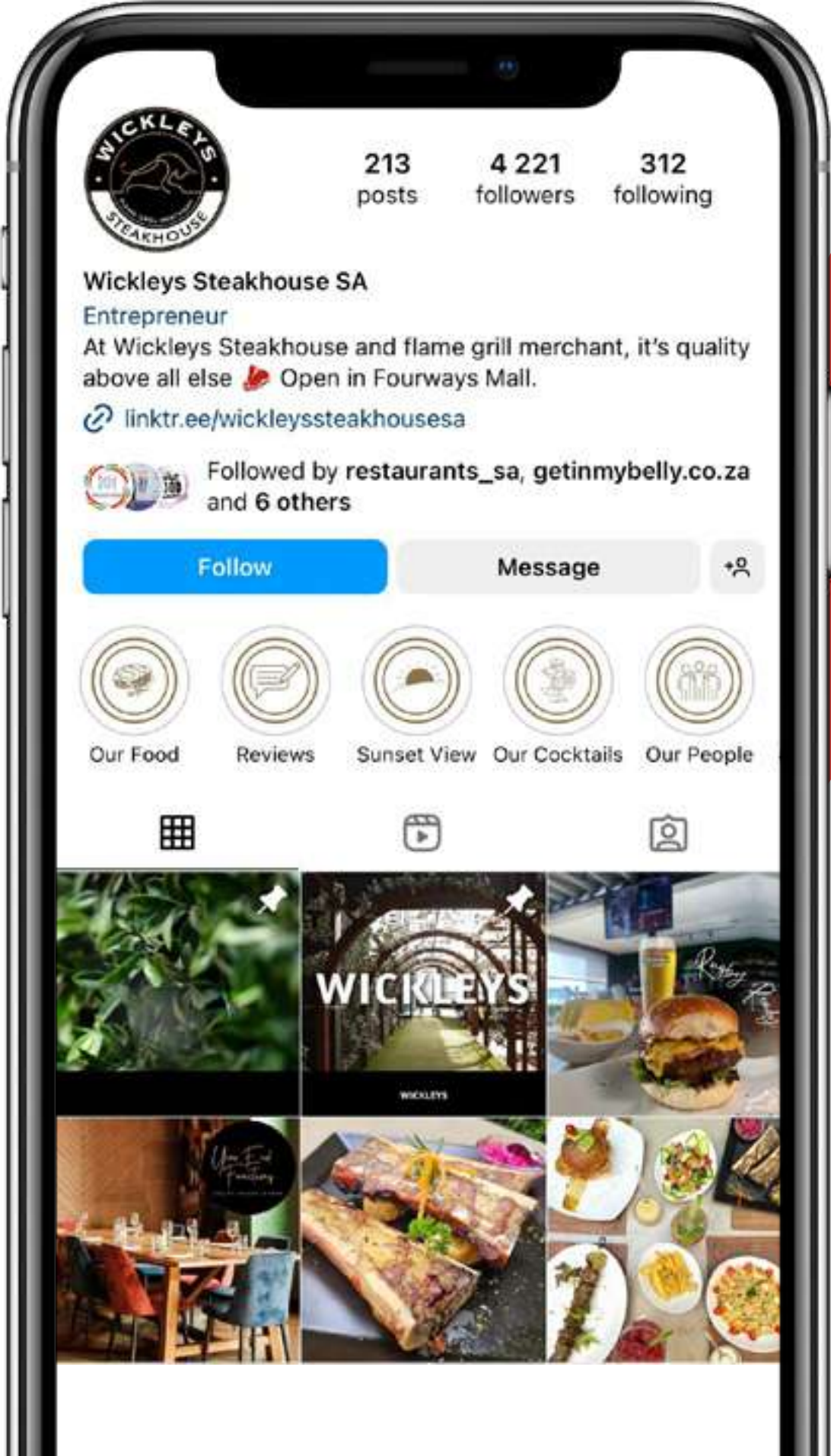
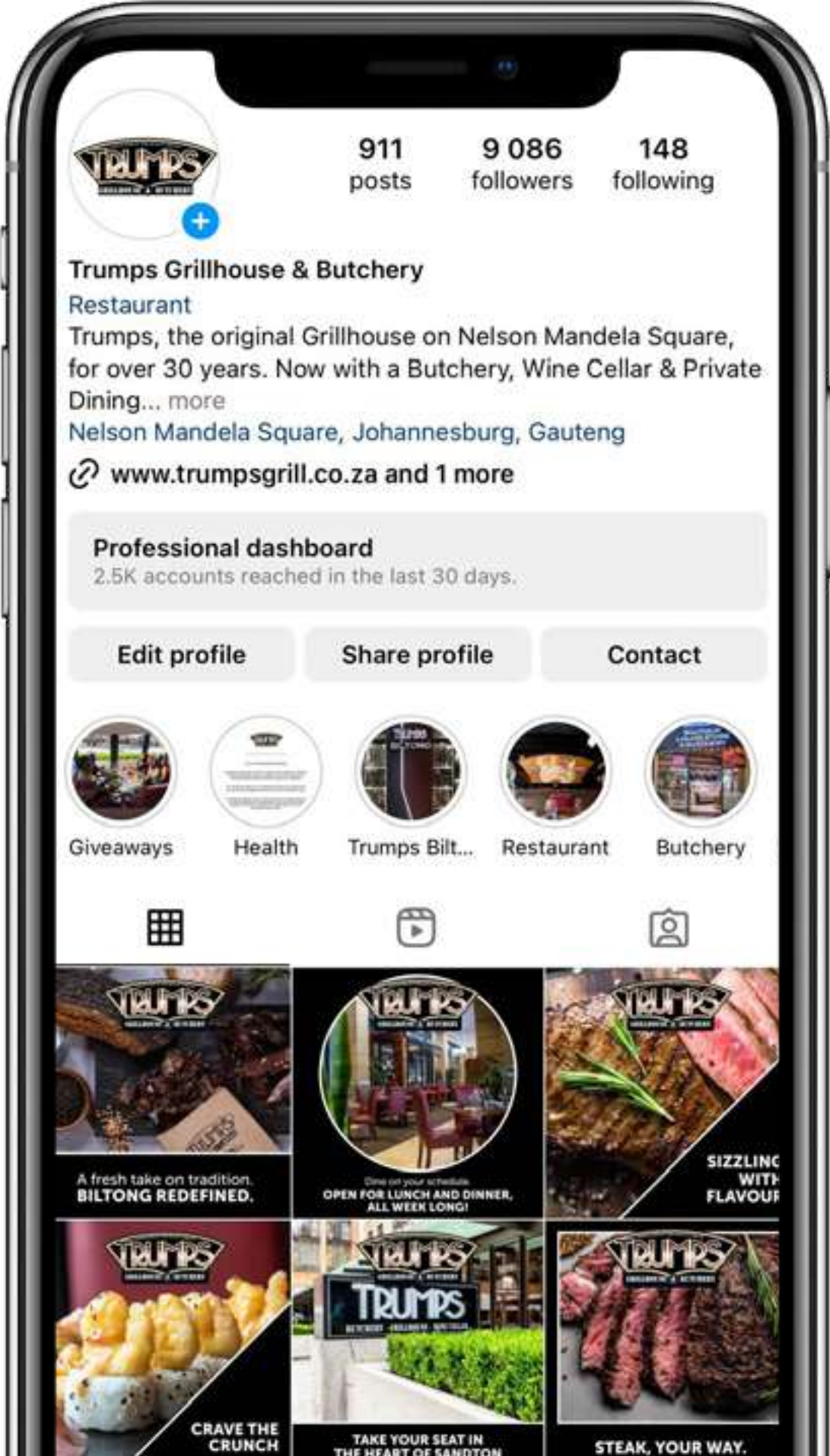
Ghazal North Indian Restaurant has won **Best in Joburg awards**, as well as awards for the best takeaway food in Sandton.

OUR SERVICES FOR RESTAURANTS

SOCIAL MEDIA MANAGEMENT



Leveraging RED Marketing’s extensive 12 years of social media expertise, we excel in overseeing all aspects of social media requirements. This includes adept management of pages and platforms, meticulous content curation facilitated by photography, and the creation of engaging videography tailored for those seeking a refined, food-focused aesthetic. Additionally, our proficiency extends to incorporating custom graphic design elements, catering to restaurants that prefer a personalised and distinctive approach to their social media presence.



RESTAURANT PHOTOGRAPHY - STYLISED

Fine-dining elegance or the charm of delightful franchises, our content team approaches food photography with utmost dedication.

Whether your preference leans towards a crisp, isolated cocktail presentation or a hearty family-style feast for a table of six, or if you'd like to capture the joy of people savouring their meals or the pristine essence of the dishes, we have the expertise to deliver it all for you!





RESTAURANT PHOTOGRAPHY - WHOLESOME



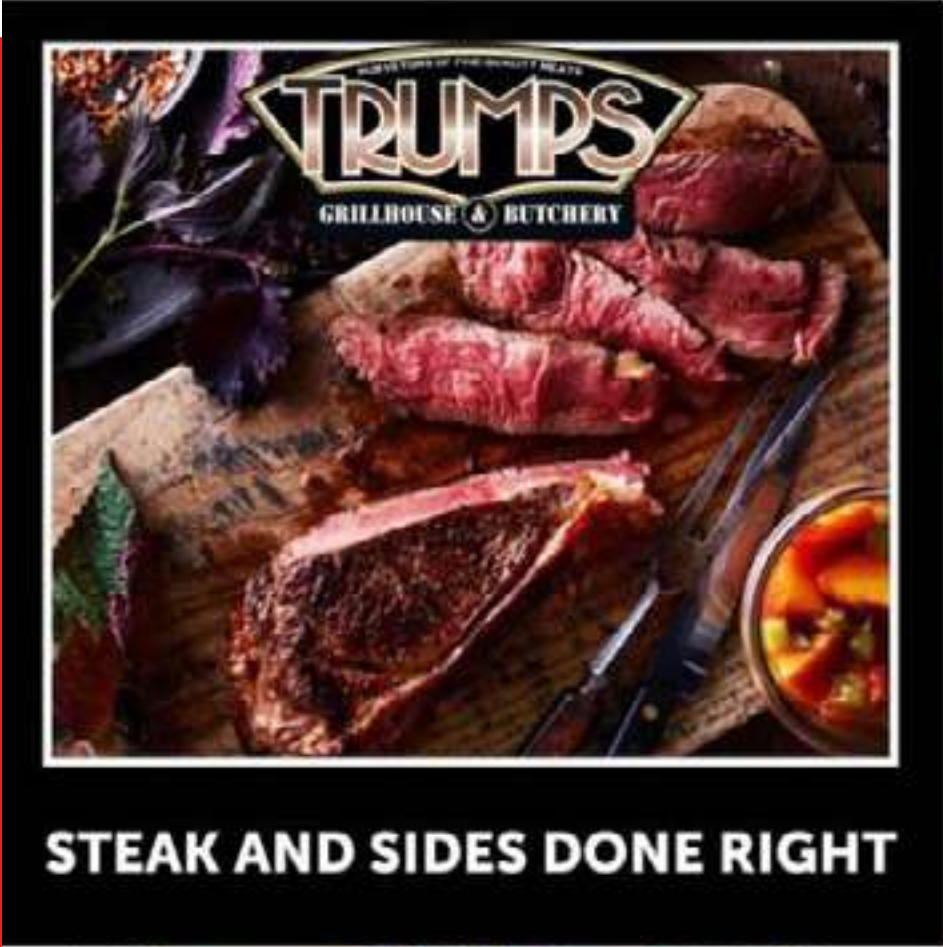


TASHAS BATTERSEA CONTENT

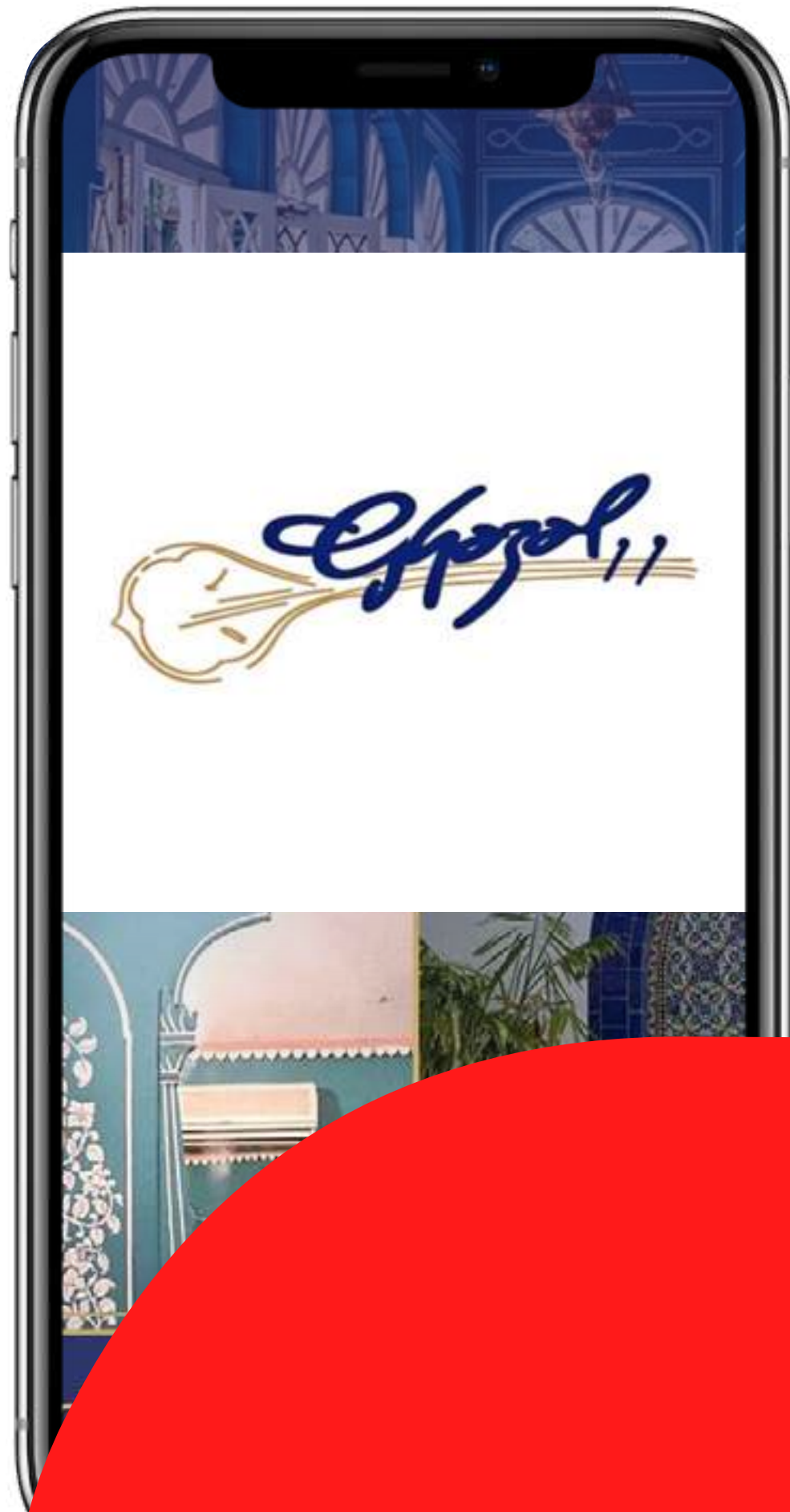


CONTENT DESIGN

The content was crafted considering the owner's specific design preferences and caption choices.



CONTENT DESIGN

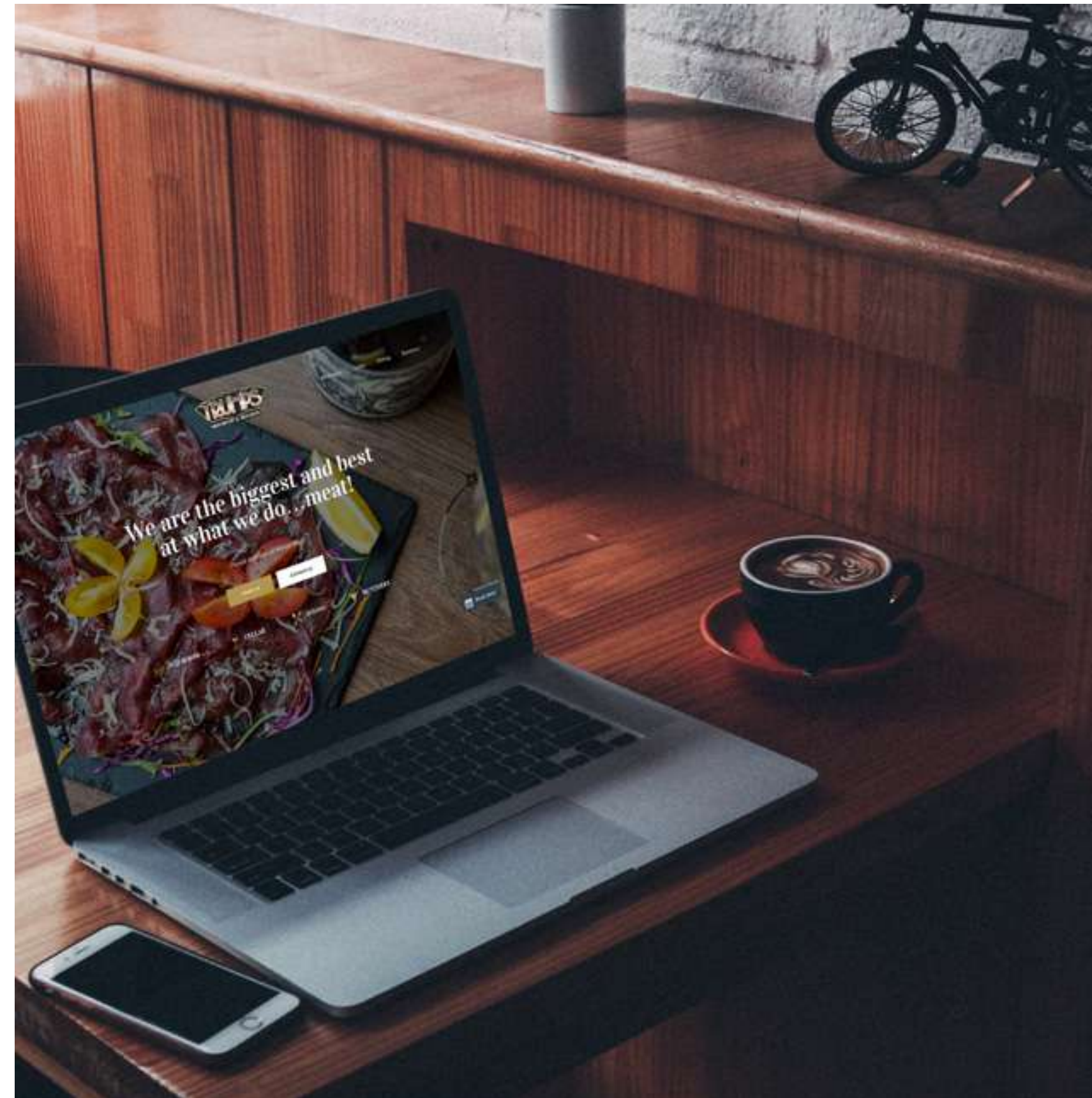


WEBSITE DEVELOPMENT

RED Marketing possesses profound proficiency in website development, having successfully crafted fully responsive UX and UI websites for more than 20 clients. This portfolio includes esteemed establishments such as Trumps Grillhouse & Butchery, Ghazal North Indian Restaurant and Wickleys Steakhouse.



<https://ghazals.co.za/>



<https://trumpsgrill.co.za/>



PUBLIC RELATIONS

Trumps Grillhouse & Butchery – Essential Flavours, Inflight, SCENE Magazine, SkyNews, FlySafair
Ghazal North Indian Restaurant – Boss Babes



The screenshot shows the 'Essential Flavours' website. The header includes the site name and a navigation menu with categories like HOME, ESSENTIALS, VEGETARIANS, DESSERTS, CURATED COLLECTION, WINE, ARCHIVE, COMPETITIONS, and CONTACT. A search bar is located on the right. The main content area features a featured article for 'TRUMPS GRILLHOUSE & BUTCHERY' with 166 views and a large image of the restaurant's interior. Below the image is a short introductory text. To the right of the article is a sidebar with a search bar and a 'KEEP IN TOUCH' section with social media icons. At the bottom, there are three buttons: 'Read Essential Flavours Online', 'Annual Hard Copy Subscription', and 'Subscribe To Our Newsletter'. A red 'ADVERTISE' banner is at the very bottom.

This layout is for a 'MEAT & GREET' article. It features a pink header with the title and restaurant name. Below is a pink text box with an introductory paragraph. The main content area includes two images: one of the restaurant's interior and another of a meat counter. Text blocks provide details about the restaurant's history and offerings. A pink 'CONTACT DETAILS' box is on the right, listing the address, phone number, and website. The layout is clean and professional, using a mix of white, pink, and black colors.

This layout is for a 'Steak Year Claim' article. It features a white header with the title and restaurant name. Below is a large image of a steak dish. The main content area includes text blocks and several smaller images of the restaurant's interior and food. A pink 'CONTACT DETAILS' box is on the right, listing the address, phone number, and website. The layout is clean and professional, using a mix of white, pink, and black colors.

PUBLIC RELATIONS



We go beyond traditional marketing by integrating public relations into our strategy for restaurant. Our dedicated efforts have successfully garnered coverage in esteemed print and digital publications, aligning with the target audience our clients aim to reach – ranging from inbound tourists to business travellers.

Lifestyle

For Dad

Disruptive the generic scents, sippers and fill this year and instead spoil Dad with the gift of vaporization into the seasons of Japan with a classic Negroni cocktail by Roku Japanese Gin. Roku is a premium Japanese craft gin created by the house of Suntory in Osaka, Japan. Meaning "six" in Japanese, Roku incorporates six seasonal botanicals that are infused, distilled and blended to form its Japanese identity, setting the spirit apart from other gins. The Negroni continues to reign as one of the most popular drinks in the world. The infectious cocktail is the perfect choice for all special occasions because of its flawless fusion of orange bitter, notes of sweetness and touches of beautiful floral notes. To treat your dad to the perfect drink, combine 50 ml of Roku gin, 20 ml of Fernet Blanc, 20 ml of Sweet Vermouth and 20 ml of passion that *vestita, gas!* it over ice and garnish it with an orange peel. Roku Japanese Gin is available at a recommended retail price of \$380 from major retailers nationally and online through Takasaka, Norman Cooletholme and others.




Steak Your Claim

Deliciously Sardinia's iconic Nelson Mandela Square fountain, brothers Dennis and Alan have brought their vision of an unforgettable dining experience to life with the contemporary Trumps Grillhouse & Butchery. Diners can enjoy superior quality meat dishes at Trumps Grillhouse and select their perfect cut of meat to take home from the all new, bespoke Trumps Butchery. Trumps also boasts a boutique liquor store and private dining facilities for functions of all kinds. Trumps welcomes local tourists, businessmen and women, Sandton Convention Centre delegates, hotel guests, airline pilots and cabin crew, able to join them for a fine food and wine experience like no other. Reservations can be made by calling +27 11 784 2366. trumpsgrill.co.za



Oil of "Oh Yeah!"

Morganster Estate in Somerset West is renowned for its premium, high-quality extra virgin olive oils. Their founder, Christo Bernard, is considered the "Father of Olive Oil" in South Africa as he paved the way for the local olive oil industry as we know it today. Now Morganster's range is featuring a new elegant, minimalist and modern look which allows the exceptional quality of their olive oils to shine. Morganster's extra virgin olive oil is a premium blend of up to 14 of their finest Italian olive varieties. Its well-balanced, fresh and fully flavoured has been perfected over decades and enjoyed by foodies, chefs and families worldwide. There are three varieties to choose from – the Delicata variety towards a zesty golden colour, velvety texture and soft fully flavoured. Olive Cello is a single variety extra virgin olive oil made from Drai Carlo olives, with a bold and robust flavour, and the Lemon enhanced extra virgin olive oil has a delicious zesty citrus flavour. www.morganster.co.za



TRUMPS GRILLHOUSE & BUTCHERY

SOULFUL TASTY



FULL OF SPIRIT

According to conventional wisdom, there should have been a "gold rush" of public pubs and establishments in Johannesburg in the UK. The fact that there has been a "gold rush" of high-quality, award-winning pubs and bars in Johannesburg is a testament to the city's vibrant and diverse social scene. Trumps Grillhouse & Butchery is a prime example of this, offering a sophisticated dining experience in a modern setting. The restaurant's menu is a blend of local and international flavours, featuring high-quality meats and fresh produce. The atmosphere is warm and inviting, making it a perfect spot for both casual dining and special occasions. For more information, visit trumpsgrill.co.za.

LIVING THAT TRUMPS ALL OTHERS

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BACK BY POPULAR DEMAND

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ADVERTORIAL

TRUMPS GRILLHOUSE & BUTCHERY

Welcome to Trumps Grillhouse & Butchery, designed to satisfy the discerning palate. Our vision at Trumps is to create a dining experience that elevates any occasion – be it a celebratory event, a business meeting or a night out on the town – into an unforgettable memory.

The restaurant opening the Trumps Grillhouse & Butchery is a testament to the city's vibrant and diverse social scene. The restaurant's menu is a blend of local and international flavours, featuring high-quality meats and fresh produce. The atmosphere is warm and inviting, making it a perfect spot for both casual dining and special occasions. For more information, visit trumpsgrill.co.za.

Contact details:
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111, Nelson Mandela Square
Sandton, Johannesburg
011 784 2366
www.trumpsgrill.co.za
www.trumpsgrill.co.za



Trumps is where quality meets and exceptional dining meet. We invite you to be a part of our culinary journey.

INFLUENCERS MARKETING

Moreover, we specialise in organising unique and memorable special events for our restaurant clients, ensuring a well-rounded and engaging experience for all.



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THANK YOU