

Levy

**Marketing &
Communications**

April 9, 2024





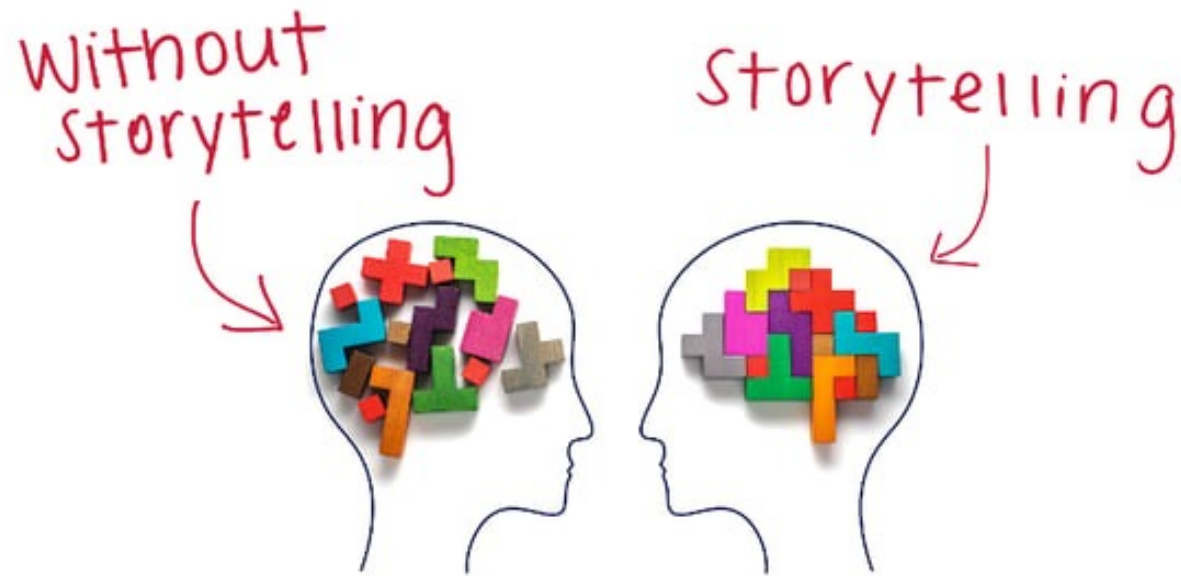
Show Quality Philosophy



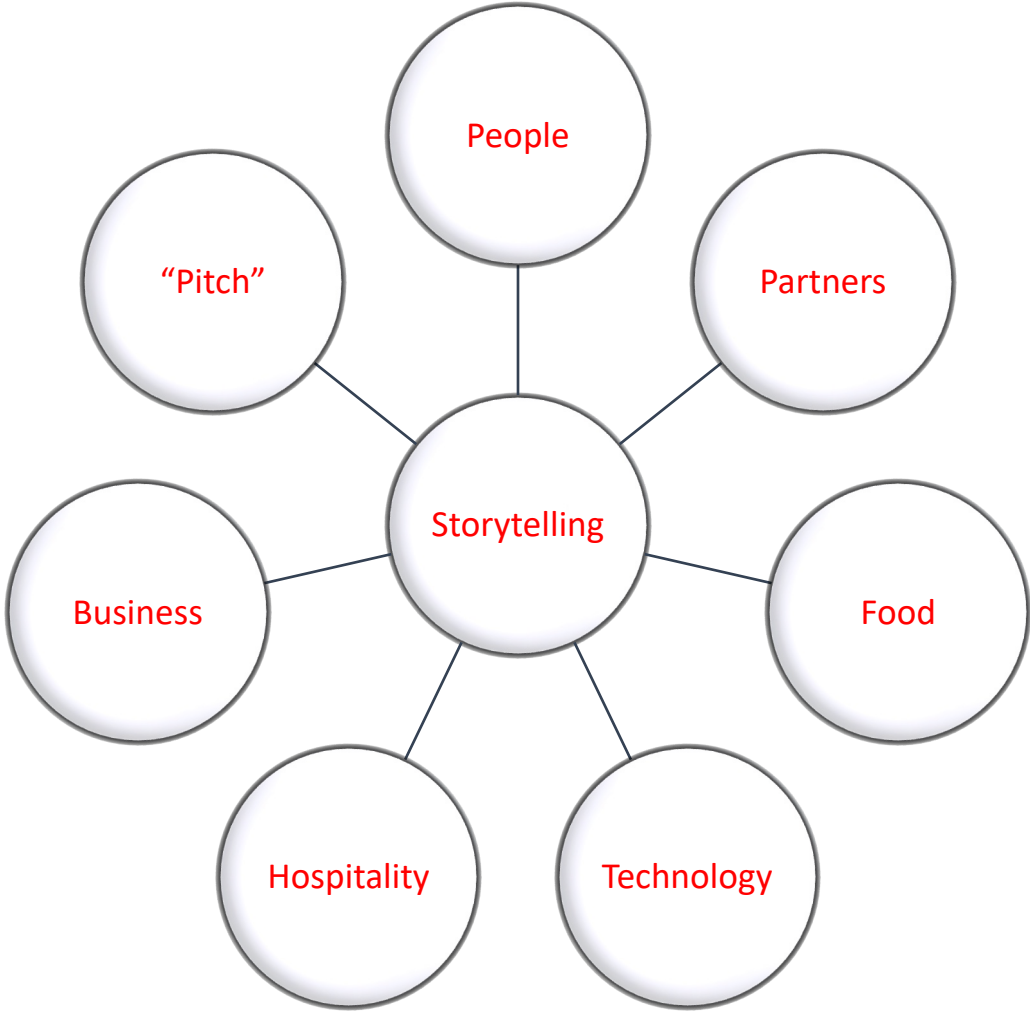
Levy Show Quality is both a mindset and executional commitment.

It is ensuring everything our guests (internal & external) and partners (current & potential) see, say, taste, touch, smell, and hear evokes excitement and pride.

It All Starts With Impactful Storytelling.



The Heart, Soul & Engine



Storytelling Goal

Make it stick.

If it didn't land, and it isn't remembered, it didn't work.

The trick is to be the perfect blend of...

Clear.

Engaging.

Creative.

Informative.



A San Francisco 49ers player in a red jersey and gold helmet is flexing his muscles. The player is wearing a red jersey with the number 37 and a gold helmet with the 49ers logo. He is smiling and flexing his right arm. The background is a blurred stadium.

Our Story Is Only As Strong As We Make It.

**If We Want To Flex Our Storytelling
Strength...**

We Must Ask Ourselves...

Who's Helping Us Tell The Story?

Chefs. Outside Credibility – Influencers & Local Leaders.

What Content Is Supporting It?

“Show Don't Just Tell.” Video > Stills

Where Are We Sharing It?

Internal vs. External. Social vs. Traditional Media

When Is It Being Released?

Timely Hook.


And Most Importantly, Does The
Audience Care?

The Audience's Appetite is Our Why!

Storytelling Process

Step 1: The 5-W Pressure Test
Who. What. Where. When. Why.

**Step 2: Give it The Muscle it Needs
To Be Great.**

A woman with long dark hair, wearing a dark top, is smiling and looking down at a large silver tray filled with several white square plates of appetizers. The background is dimly lit with blue ambient lighting, suggesting an indoor event or restaurant setting. The text "Serve Up Show-Quality Winners." is overlaid in white on the image.

Serve Up Show-Quality Winners.



Positioning: Standing Out Amongst The Clutter.

New/First
Different/Unique
Better/Award-Winning
Relevant – Time/Audience
Special Access & Insight

We're Here To Help - MarCom Squad

Derek Reinglass – VP, Marketing & Comms

Kevin Memolo – Director, Comms.

Erin Vick – Director, Marketing

Saida Rodriguez – Comms. Manager

Tyler Schultz – Comms. Coordinator

Chloe Konrad – Marketing & Comms. Coordinator

Let's Discuss



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**THANK
YOU**

