



ABOUT

HMSHost is a global restaurateur and leader in travel dining for airports and motorways, with restaurants in over 100 airports and 99 motorways.

CHALLENGE

HMSHost asked Novak Birch to create a program that recognizes associates who provide excellent service. The program seeks to show appreciation to associates for a job well done and make them proud of what they do; cultivate a positive work environment and overall morale; and foster teamwork and employee retention rates.

SOLUTION

Since the program was being implemented across the entire organization, the new brand needed to resonate with all employees, including cooks, servers, maintenance professionals, managers, and finance associates who work remotely.

Novak Birch created a high-impact, yet approachable brand that connects with all audiences. The Shout Out program uses an incentive system for peer-to-peer and manager-to-associate recognition. Materials include authentic, concise messaging that encourages associates and managers to give recognition cards to those who do a good job and inspires associates to provide good service to earn the incentive pin. To drive engagement, associates are invited to post a selfie on social media with the program hashtag. Novak Birch created the following components:

- **Program name:** The Shout Out program name is friendly, appeals to all target audiences, and conveys the call-to-action.
- **Logo:** The logo's clean lines and color palette establish the brand's approachable yet professional tone. The speech bubbles represent collaboration, or even shout outs.
- **Tagline:** "Give a Shout Out, Get a Shout Out" reinforces the two-pronged call-to-action: 1) to give teammates recognition cards, and 2) to do good work and earn a pin.
- **Poster:** Since the posters were going to be displayed in small or busy areas like kitchens and hallways, we created an eye-catching design with playful messaging that concisely conveys the call-to-action, how to give and get shout outs, and the incentive, also inviting associates to share their shout outs on social media.
- **Recognition cards:** The Shout Out cards include complimentary phrases in speech bubbles and space to write a personal thank-you note. Like the poster, the card encourages associates to share their shout outs on social media.
- **Incentive pin:** As the program reward, the pin is a personal component that gives associates pride. We linked the program directly to associates by including the word "superstar," showing gratitude and letting others know about their good work.
- **Logo style guide:** The style guide helps ensure proper and consistent logo usage.

RESULTS

HMSHost successfully rolled out the program in three test markets (Chicago, Columbus, and Atlanta). Next, it will launch in locations throughout the country.