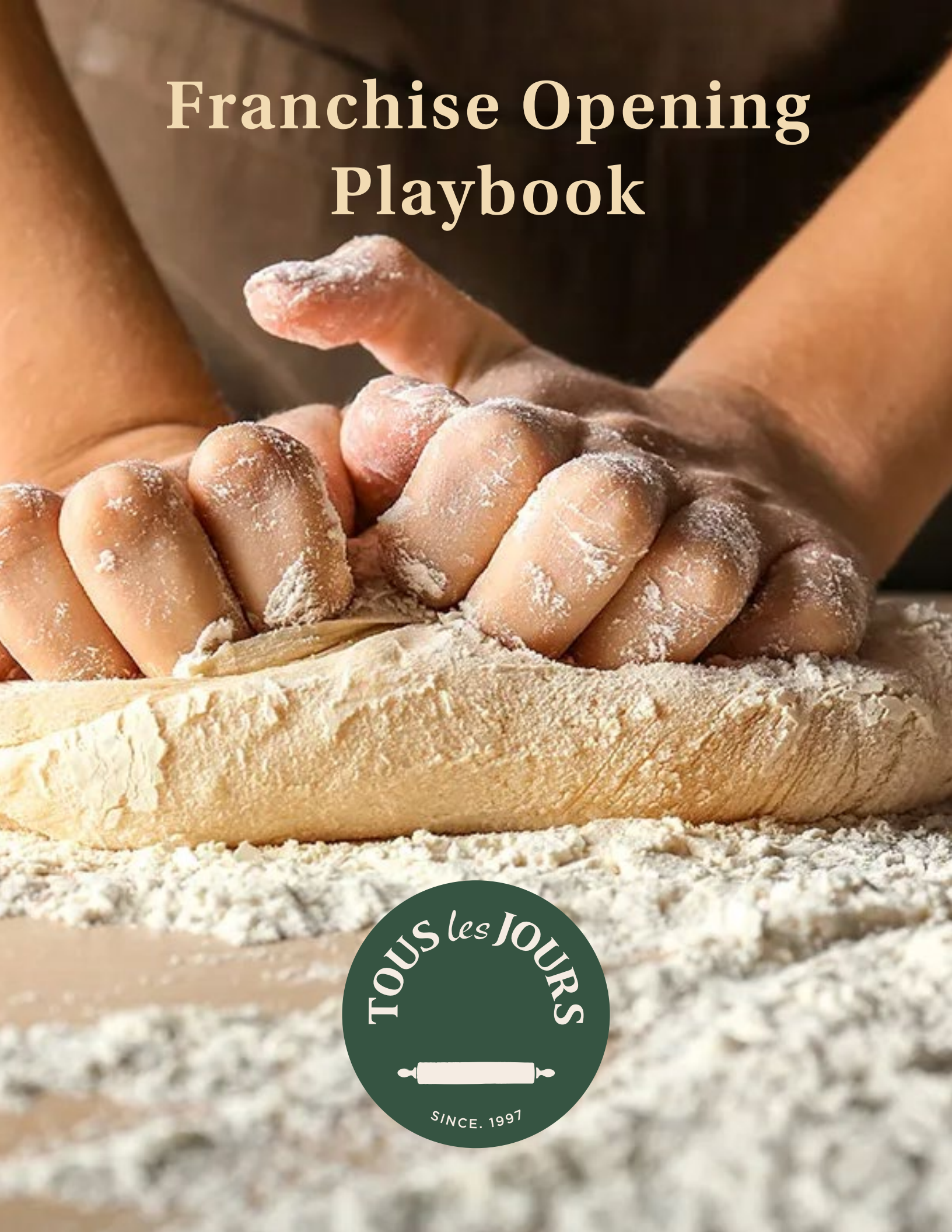
Franchise Opening Playbook





TOUS les JOURS

Welcome to the TOUS les JOURS franchise family, where the art of baking meets the joy of sharing. We are delighted to embark on this exciting journey with you. This grand opening playbook is your companion as you set out to successfully establish a TOUS les JOURS location in your community.

With a rich history spanning over 20 years, TOUS les JOURS has perfected the art of creating delectable pastries and bread that captivate the senses. We take immense pride in our commitment to quality, innovation, and the warm, welcoming ambiance we offer to our loyal customers. As a franchisee, you are now part of a legacy built on excellence, and we are here to guide you every step of the way.

Your success is our success, and this playbook is designed to be your roadmap to not only achieving a memorable grand opening but also ensuring the sustained prosperity of your franchise. Whether you are an F&B industry veteran or just starting your journey in the culinary world, we are here to provide you with the tools, knowledge, and support you need to thrive.

From crafting mouth-watering pastries to creating exceptional customer experiences, we will share our insights and best practices to help you become a beloved fixture in your local community And create lasting connections with your customers. Thank you for entrusting us with your franchise journey, and welcome to the TOUS les JOURS family, where passion, quality, and the joy of baking come together to create extraordinary moments. Let's embark on this exciting journey together and make every day a celebration of flavors, culture, and community.

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Getting Started



As you begin this journey, brand credibility is the core principle that should guide you. In this guide, we'll walk you through the essential steps to leverage TOUS les JOURS' brand assets for a successful grand opening that will leave a lasting impression on your community.

First and foremost, dive into our brand toolkit, an asset designed to elevate your marketing efforts and connect with your audience. These assets are your secret weapons for promoting your franchise, engaging with our corporate team, collaborating with community partners, attracting media attention, and partnering with influencers and stakeholders.

As a TOUS les JOURS franchise owner, you have the advantage of readily available brand assets that can seamlessly blend into every facet of your grand opening planning and execution. These assets will ensure a consistent and captivating brand presence that resonates with your target audience.

In Appendix A, there's an extensive list of brand and communications assets that are available to you. Think of this as your launchpad for your TOUS les JOURS grand opening. With these resources at your disposal, you'll be well-prepared to make a strong first impression and pave the way for your franchise's success.

We're here to support you every step of the way, so let's get started!

About TOUS les JOURS

As a franchisee, you're joining a renowned bakery café chain franchise owned by CJ Foodville, dedicated to crafting tasty baked goods from the finest ingredients. With our commitment to quality, innovation, and community, we're excited to support you in creating a successful and fulfilling business.

Brand Overview:

Since its inception in the United States in 2004, TOUS les JOURS has become known for quality and freshness. Our name, meaning "every day" in French, reflects our commitment to providing freshly baked goods, including artisan pastries, gourmet cakes, desserts, and handcrafted beverages.

Expansion and Innovation:

TOUS les JOURS is dedicated to continuous expansion and innovation across all markets. With over 100 stores in the U.S. and more than 1,750 stores worldwide, our brand has garnered attention from individuals seeking to establish successful small businesses.

Product Offering:

At TOUS les JOURS, we offer a wide range of delicious baked goods, light meals, and coffee. With over 300 different bakery items, including bread, pastries, cakes, desserts, and beverages, there's something for everyone.



About TOUS les JOURS Cont.

Target Audience:

Our main target group consists of busy individuals, especially millennials and baby boomers, who seek convenient yet high-quality dining experiences. We cater to food enthusiasts, food influencers, and convenience shoppers who desire access to delicious food in a trendy and convenient setting.

Brand Values:

- **Freshness & Quality:** We bake fresh products daily using the finest ingredients to ensure quality.
- **Artistry:** From our gorgeous cakes to our store design, every aspect of TOUS les JOURS is visually pleasing.
- **Joy:** Visiting our stores lifts spirits and enhances the day for our guests.
- **Integrity:** We prioritize meaningful relationships with our communities and offer career advancement opportunities for our employees.
- **Approachability:** Our brand is approachable, accessible, and affordable for all.

Product Highlights

Bread
Our naturally fermented bread is freshly baked in-store every morning.

Coffee
Enjoy premium coffee roasted in-house, with various options to suit every taste.

Desserts
Indulge in stylish sweet cakes and desserts crafted with carefully selected ingredients.

Community Support:

We're committed to supporting the community by providing high-quality products and joyful experiences at affordable prices. By offering a wide variety of products, TOUS les JOURS can enhance the perception and value of any location, catering to the needs of commuters and tenants alike.

Welcome to the family

As a TOUS les JOURS franchisee, you're not just opening a bakery café; you're becoming part of a global family dedicated to providing exceptional experiences to our guests. With our focus on freshness, quality, and community support, your grand opening is sure to be a resounding success. Keep up with the latest updates by following along on Facebook, Instagram, and LinkedIn.

Again, welcome to the TOUS les JOURS franchise family, and best of luck with your grand opening!



Community Relations

Your local community is your most valuable partner. It's time to make your presence known and begin fostering meaningful connections. Let's shine a spotlight on your TOUS les JOURS location within your community, especially targeting businesses and influential figures within a two-mile radius of your location.

Here are some effective strategies and potential partnership opportunities that can pave the way for collaborations and cross-promotion through diverse third-party platforms like social media, newsletters, intranets, flyers, and more.



Welcome Kit Checklist

Kickstart your journey as a TOUS les JOURS franchisee and foster strong connections within your community by handing out Welcome Kits or Good Neighbor Baskets, including:

- Welcome Letter
- Owner/Operator/Store Manager Business Card
- Service, Offering, Takeaway and/or Catering Menus
- Fundraiser Flyer
- Good Neighbor Card



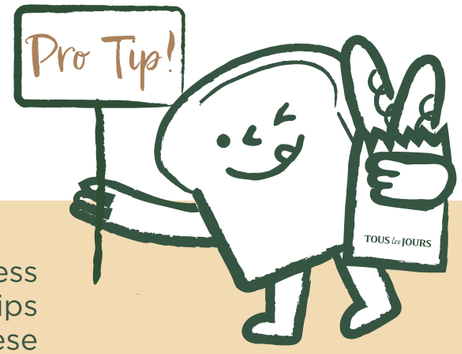
Community Relations Assets

Good Neighbor Cards

Create a special discount offer for community members who live and work in your location's nearby area. Good Neighbor Cards are specialty discount cards, valid for a set period, such as one year, that allow a percentage off on every visit to your location. Include these cards in your Welcome Kit, and take a couple of afternoons to walk around your local shopping center or plaza, meet your neighbors, and offer their managers and employees Good Neighbor Cards. This will not only make you a popular destination for staff to grab a meal or relax and unwind during their breaks or after work, but it also makes you a friendly neighbor and good community member.

Fundraiser Flyer

Identify a nonprofit organization in your local community and give back a percentage of grand opening week profits to the deserving partner. Not only does this demonstrate your commitment and care for the community, but it also gives back to a great cause and creates another marketing channel. Additionally, you can request a sample list of nonprofit organizations from the TOUS les JOURS marketing team.



Maximize your community impact and business exposure by establishing strong partnerships with local education foundations. These nonprofit organizations are highly regarded in the community, drawing support from a wide range of individuals who are passionate about the success of our schools and educators. Leveraging these partnerships can provide you with valuable opportunities to connect with key stakeholders, including parents, guardians, teachers, administrators, and board members.

Community Relations Assets Cont.

Community Relations Targets

When it comes to building strong community relations, consider your local neighborhood as a valuable resource. Explore opportunities to connect with local leaders, neighboring business owners, employees, potential customers, and referral partners, such as:

- **Reach out to management of your shopping center or plaza for broad marketing support and inclusion in center-wide events.** In addition to sharing Good Neighbor Cards, reach out directly to your fellow shopping center tenants for specific cross-promotion partnerships or inclusion in their employee "perk" programs.
- **Consider other local businesses whose customers are likely to be your customers, too.** Reach out for cross-promotion partnerships, special offers, social media giveaways, and more.
- **Identify nearby office buildings and residential communities, including apartment complexes and HOAs.** Introduce your new location and extend an invitation to visit by sharing your menu or service offerings and special offers.
- **Get to know hotel concierges in your neighborhood who are always looking for the best restaurants and other service providers to refer their guests.** Invite concierges to experience your business for themselves, share menus and service offerings, and create special offers for hotel guests.
- **Engage with your local Chamber of Commerce.** They can be a valuable resource for networking, gaining exposure, and accessing support services tailored to small businesses like yours, as well as arranging an official ribbon-cutting ceremony. Additionally, joining your Chamber of Commerce can help you connect with other businesses in the area, stay updated on community events, and advocate for your interests within the local business community. Plus, they often offer workshops, seminars, and resources to help you grow and succeed.



Community Relations Assets Cont.

Competitor Research

Knowing your neighbors is key to understanding your market. Explore around your TOUS les JOURS location and see if there are nearby businesses that offer similar products or services. This includes bakeries, cafes, and any other spots where folks might grab a snack or a coffee. Understanding your nearby competitors can help you position yourself effectively and offer something unique to your customers. Here are some steps to take:

- **Indentify any neighborhood businesses that offer products or services similar to yours.** This could include bakeries, cafes, or other food establishments.
- Look into what these competitors offer, their prices, and their customer base. Understanding their strengths and weaknesses will help you tailor your own offerings and marketing strategies.
- **Highlight what sets your TOUS les JOURS franchise apart from the competition.** Whether it's your unique menu items, exceptional customer service, or convenient location, make sure to emphasize these points in your marketing materials.
- **While your competitors may be competitors, there's also potential for collaboration.** Consider reaching out to nearby businesses for cross-promotional opportunities or joint events that can benefit both parties.
- **Keep an eye out on what your competitors are doing and be prepared to adapt your strategies accordingly.** This doesn't mean copying them but rather staying informed and finding ways to stay ahead of the game.



Public Relations

Establishing a strong presence in your local community is important for your TOUS les JOURS location. To achieve this, we highly recommend partnering with a professional PR agency to help execute your grand opening plans and establish early relationships.

As a franchisee, you have the opportunity to invest in the resources of TOUS les JOURS' corporate PR team, Bolt PR. Their three-month Grand Opening PR Program offers support and expertise to meet the specific needs of your franchise. Alternatively, you may opt to select your own PR agency.

When selecting a PR agency, it's crucial to conduct thorough research. Look for local PR firms that have experience within your industry, particularly in organizing and promoting grand opening events. Contact multiple agencies to understand their capabilities, industry experience, pricing structures, and company culture, as well as their ability to track and measure results. We recommend securing the services of a PR firm at least eight weeks before your grand opening, and ideally, have them involved for the following four weeks, ensuring a minimum engagement of 12 weeks or three months. This extended period will enable you to make the most of the opportunities that come from the grand opening activities.

While you're busy opening your doors and running your business, use your PR agency's expertise to lead key initiatives.



Grand Opening Events

We recognize that grand opening events require significant preparation and execution. Therefore, it's essential to collaborate with a PR agency that has prior experience in handling these types of events. Ask your PR agency to oversee the entire process of your grand opening events, which includes event planning, managing the invitation list, coordinating with vendors, and orchestrating the run of show for each event.

Consider the following events to raise awareness of your new TOUS les JOURS location, create opportunities to sample your menu, and build relationships with community members and customers:



Read on to learn more about each of these events!

Proactive Media Relations

Reach your audiences of prospective customers, employees, and referral partners through your local media. Your PR agency can help identify the right media targets to help tell your franchise story and introduce you to the local community.

Ask your PR agency about their approach to:

- Media targeting and outreach
- Coordination of media interviews, location visits, on-air and television demos, and press coverage
- Interview preparation, including talking points and tips for your spokespeople
- Sharing of media kits and interview follow up with media partners
- Storyline and press release development and distribution, including:
  - Coming to market
  - Hiring announcement
  - Grand opening
  - Post-opening/charitable partnership recap
- Calendar of event listings to invite the community to your grand opening events

If you choose not to work with a PR agency, you can work directly with corporate to develop a new TOUS les JOURS location-specific opening release. As a franchisee, you will receive a questionnaire from corporate to identify key highlights that you wish to showcase for the grand opening. The corporate team also utilizes this information to write a tailored press release. In instances where the store opts out of pursuing public relations independently, corporate extends the offer to either write the release based on the provided questionnaire or seamlessly integrate the important details into its standardized template. This approach ensures consistency across all grand openings while allowing both you and the corporate team to manage distribution and related logistics according to your individual preferences.

Bolt PR Grand Opening PR Program

TOUS les JOURS' corporate PR team, Bolt PR offers a complete approach to maximizing visibility and community engagement for new franchise location openings. Priced per grand opening, this program spans a three-month timeline, and includes strategic planning, media targeting, press material development, outreach, event coordination, and measurement, such as:

Strategic Planning
- Kickoff and onboarding with store owners, spokespeople, and marketing teams.
- Deep dive into the local market, owner's story, and insights.
- Post-kickoff, development of a customized grand opening plan.

Media Targeting:
- Creation of custom media contact lists (print, online, broadcast).
- Focus on consumer interest and business media within the local market.

Press Material Development:
- Creation of grand opening press releases and media advisories.
- Development of pitch notes, interview prep sheets, media, and influencer invites.
- Drafting of influencer agreements, as available.

Media & Influencer Outreach:
- Proactive outreach to media and influencer contacts, as well as story coordination.
- Aiming to secure impactful coverage via various storylines (grand opening, franchisee story, existing community partnerships, special offers/promotions, etc.).

Grand Opening Events & Activations:
- Development and guidance on overall event strategy and plan (VIP media preview, grand opening, etc).
- Coordination of day-of elements (giveaways, special offers).
- Management of special invite lists and event listings.

Measurement & Reporting:
- Media and influencer coverage reports in real-time.
- Weekly client update calls leading up the grand opening.

Program Pricing & Timeline

$12,000
per grand opening

Covering a span of three months (suggest to begin at least one month prior to opening), encompassing all the listed services here.

Email touslesjours@boltpr.com for more information.

Social Media Marketing



Engaging with social media before and during the grand opening of your TOUS les JOURS location can generate online excitement for your new location.

While our corporate-owned social media channels serve as hubs for customers to stay updated on brand news, participate in contests, share photos, ask questions, and be the first to learn about specials, exclusive offers, discounts, and promotions regardless of location, it is essential for franchisees to collaborate and share relevant, location-specific content.

To facilitate this collaboration, franchisees should provide our TOUS les JOURS marketing team with the exact wording, visual assets, and links in advance. This enables our team to plan and target content accurately to your specific location.

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Additionally, you have the option to create, own and manage a location-specific Instagram page for your TOUS les JOURS location. This page can serve as a platform for sharing location-specific content, engaging with local customers, and highlighting special events or promotions focused on the community. Specific content can also then be shared through the corporate TOUS les JOURS social media channels for added awareness based on budget and campaign details.

CONTENT MAY INCLUDE

- Behind-the-Scene Looks
- Monthly Product Spotlights
- New Product Updates
- Seasonal Product Updates
- Local Press Coverage + Awards
- Customer Spotlights
- Local Fundraisers
- Cross-Promotion with Community Partners
- Local Community Event Involvement
- Personnel Announcements

Paid Ads



When developing your advertising campaigns, it's important to carefully consider creative elements such as visuals and messaging, as well as crafting compelling calls to action (CTAs) to drive user engagement. Plus, selecting the appropriate mediums for your campaigns is crucial. Platforms like Facebook, Instagram, TikTok, LinkedIn, Google, Yelp, and others should be considered based on your audience demographics and preferences.
Additionally, consider partnering with the TOUS les JOURS marketing team to coordinate paid ads through their corporate-owned social media channels, pending budget allows. This collaboration is available upon request and can extend your reach and ensure consistency in messaging across all platforms.

Above all, defining campaign budgets is important, helping you to match your goals and desired outcomes.

Events & In-Market Activations

To introduce your brand to a new market, it's important to invite local community members, online influencers, media, and friends and family to join in the celebration and experience your brand offerings.

We recommend five key events to take place in the days leading up to and shortly after the new location's grand opening. The goal is to introduce as many influential community members as possible to your brand to start word-of-mouth marketing and create immediate demand in your local area.



Friends & Family Event

This event is a great way to train staff before the official opening while sharing a sneak peek of your offerings with friends and family. The event is private and allows invited guests only to experience the brand before the official opening.

WHEN

2-3 days prior to the official grand opening

WHO'S INVITED

Family and friends of staff, owners, operators, and key vendors and partners

Invitation process: download and customize the invite templates that should now be available in your centralized marketing hub. Have your team email the invitation to friends and family at least 2 weeks prior to the event. RSVPs are required. Target 20-30 guests for initial testing and feedback.

How it works: This is a casual event designed exclusively for friends and family. Upon arrival, invite friends and family members to test, try, sample, or experience anything of their choosing (or on a special menu of options for that evening only), free of charge.



Media & Influencer Experience Event

Inviting media and influencers into your new location for an exclusive sneak peek event before the doors are open to the public is a great way to engage local media and influencers, build relationships and spread the word about your brand through articles, posts and reviews.

WHEN

1-2 days prior to the official grand opening

WHO'S INVITED

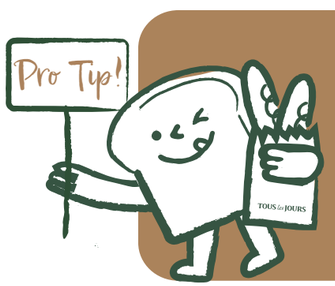
10-25 local media members, bloggers, and social media influencers who would organically share your brand with their readers and followers

Invitation process: rely on your PR agency to lead the following:

- Customize template invites for your store location
- Electronically send out invitations to targeted media and influencers at least three weeks prior to the event
- Follow up with media and influencers to confirm RSVPs
- Provide an RSVP list, complete with photos, bios, and publication background info, no later than the morning of the event
- Provide on-site support throughout the duration of the event
- Follow up with media who request photos, interviews, other information or assets

How it works: Upon arrival, greet media and influencers by a corporate representative, store owner, operator, and/or store manager. Invite media and influencers to test, try, sample, or experience any of the variety of pastries and bread from our menu available on-site, free of charge.

Once all guests have been seated, a corporate representative, store owner, operator, and/or store manager, walks guests through the brand history, core brand elements, offerings, and key differentiators, and answers any questions they may have.



For our food & beverage franchises, we recommend placing 3-5 signature dishes, one at a time, on a staging table for photographs. Be sure to display a branded cup and utensils on the staging table for a realistic, branded photo.



Ribbon Cutting & Community Engagement Day

This event serves as a ceremony to commemorate the official opening day of the new franchise location. The ribbon-cutting and community engagement day event brings together key community leaders and influencers for a morning to experience your brand before the doors are open to the public, mingle with one another, and start creating word-of-mouth buzz about the new store.

WHEN

The morning of the opening, typically on a weekday (depends on the Mayor's schedule/ availability)

WHO'S INVITED

Up to 80 guests (depending on location capacity), including the local mayor, city manager, police and fire chiefs, city council members, Chamber leaders, local celebrities and influencers, local school administrators, nonprofit leaders, local business owners and executives, and media



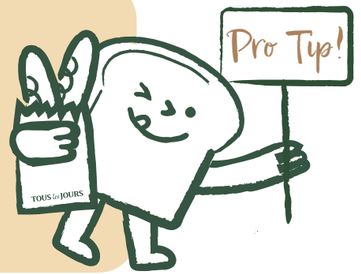
Invitation process:

- Customize the Ribbon Cutting & Community Engagement Day invitation for your store location
- Send formal invitations to the Local Chamber of Commerce and the Mayor's office at least prior to the event
- Curate the invitation list, aiming to invite approximately 100 to ensure a great turnout. Be sure to invite all invitees to bring a guest.
- Electronically send personalized invitations at least three weeks prior to the VIP Preview Party
- Follow up with a phone call or email to confirm attendance and provide any necessary details
- Follow up and confirm RSVPs and arrival times with guests

How it works: rely on your PR agency to lead the following:

- On the day of the event, print out the RSVP list with arrival times, greet guests at the door and manage crowd flow
- Upon arrival, ensure the location is set up appropriately with a podium or designated space for speeches, a ribbon-cutting area, and seating/standing room for attendees
- Begin the event with a welcome speech, thanking attendees for joining and highlighting the significance of the franchise's presence in the community
- Invite a representative from the Chamber of Commerce to speak about the economic impact and benefits of the new franchise establishment
- Invite the Mayor or local government official to offer their congratulations and share any remarks about the importance of local businesses in the community
- Have the franchise owners, Chamber of Commerce representative, and Mayor gather for the ceremonial ribbon cutting
- Following the ribbon cutting, offer light refreshments and opportunities for networking, and consider providing tours of the franchise location for interested attendees

You may have walk-ups the night of the Friends & Family and/or Media & Influencer Experience Events. Instead of turning these individuals away empty-handed, provide them with a special offer postcard to come back on grand opening day.



Recommended considerations:

- Event signage, such as a step-and-repeat for photo opportunities
- Ribbon and scissors
- Photographer
- Videographer
- Food and refreshments
- Décor, such as balloons and floral arrangements

Grand Opening Celebration

This is your chance to draw crowds to experience your new location, while fully introducing yourself to the local community. Consider a charitable partnership for your grand opening weekend where you select one local charity, and pledge to donate 5-10% of your grand opening weekend gross revenues to the selected charity.

How it works: research and coordinate a local charity beneficiary, based on local reputation, support, and your brand's interests or causes

Cross-marketing strategies may include:

- Joint press release
- Social media cross-promotion
- Flyer included on charity's website and distributed to beneficiaries

Consider additional attractions to draw a crowd for Grand Opening weekend:

- Invite a local car club to display a car show in your parking lot (landlord approval and city permits may be required)
- Invite the local high school marching band or cheerleading squad to draw not only students, but their families as well over the weekend
- Hire a popular local band or musician to play on your patio or in the parking lot (permits may be required)
- Host giveaways throughout your Grand Opening weekend, offering swag items and special offers
- Invite a local pet adoption agency or shelter for onsite adoptions, ideally the same organization connected to the fundraiser (permits may be required)
- Pledge a donation for every new follower to your social media pages during Grand Opening weekend and identify a hashtag to help spread awareness



Merchandise Giveaways

Offering free merchandise creates a buzz around the opening, attracting curious passersby and loyal patrons eager to explore the offerings. This strategy not only encourages foot traffic but also fosters a positive first impression and brand loyalty from the outset. By strategically selecting enticing items that resonate with your target audience, such as exclusive products or popular items, your new location can effectively showcase your offerings while creating a memorable experience for attendees. Additionally, giveaways through various platforms can also serve as a marketing tool, sparking word-of-mouth promotion and social media buzz as attendees share their excitement with friends and followers.

Mandatory Giveaways:
Free TOUS les JOURS mug with purchases over $30







Optional Giveaways:

Free MiiR tumbler for the first 120 customers:

Offer

The first 120 customers on opening day will receive a free MiiR tumbler.

Bonus Offer

Customers returning with the MiiR tumbler can receive a free cup of brewed coffee for up to one month post-opening.

Corporate Assistance

Will provide 120 MiiR Tumblers for each store opening.

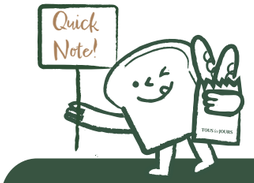
Free reusable tote for the first 150 customers:

Offer

The first 150 customers on opening day will receive a free reusable tote.

Bonus Offer

Customers returning with the reusable tote can receive a free cup of brewed coffee for up to one month post-opening.



Promotion details are subject to change depending on market conditions and available inventory.

Add-On Promotions, As Warranted:

Free bread box for the first 50 customers:

- Offer: The first 50 customers will receive a free box of assorted bread/pastries.

$1 house coffee (hot/iced):

- Offer: House coffee (hot/iced) available for $1.

Check-in freebies via Yelp:

- Offer: Customers who check in via Yelp will receive a special freebie.

Buy One, Get One Free on a specific menu item:

- Offer: Buy one specific menu item, get one free.

Coupon book:

- Offer: Customers receive a coupon book with various discounts and offers for future visits.

Yelp Elite Event

The Yelp Elite are active Yelp reviewers who usually post a minimum of 1,000 reviews per year. This group, led by a regional Community Manager, attends exclusive, invitation-only events to write credible reviews about local businesses.

WHEN

Schedule the event approximately 4 weeks after opening. By now, your team is performing at their best and the Grand Opening rush has calmed down a little. Ideal times are Mondays or Tuesdays, 11:30 a.m. – 1:00 p.m.

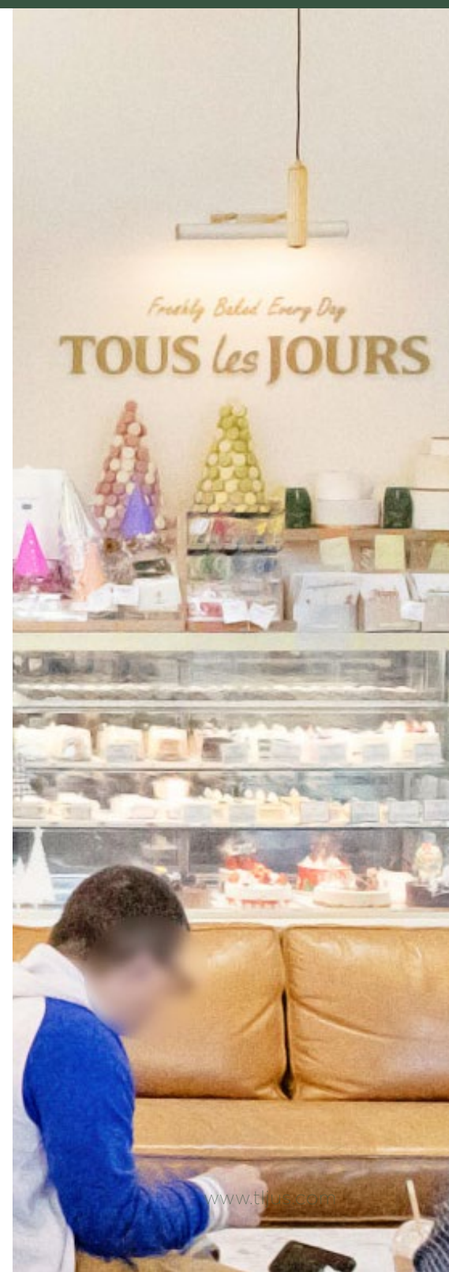
WHO'S INVITED

20-30 Yelp Elite members. The Community Manager will invite all Elite members and accept RSVPs on a first-come, first-served basis. No direct invitations are needed from the location level.

How it works: Coordinate event date at least two months in advance. Upon arrival at the event, Yelp Elite members are greeted by the store owner, operator, and/or store manager, as well as their Yelp Elite Community Manager. Members are invited to test, try, sample, or experience anything of their choosing (or on a special menu of options for that day only), free of charge.

Once all members have been seated or completed their experience, the store owner, operator, and/or store manager walks attendees through the brand history, core brand elements, and differentiators, and answers any questions they may have.

Within 1-2 weeks, track and celebrate in your immediate positive reviews.



For all brand events, consider the following:

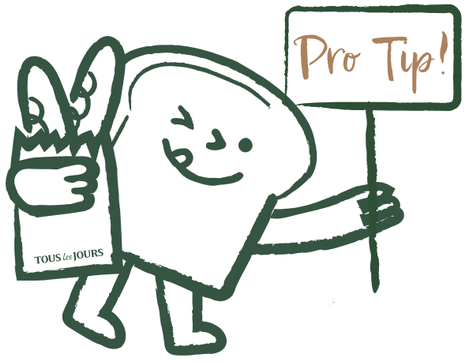
There are pros and cons of weeknight versus weekend events, pending the formality of the event and target attendees. Weeknights can be good during busy travel periods like spring and summer, and weekends allow people to avoid work conflicts. Timing should be evaluated based on the event goals and other specifics.

Event Timing

1. **Weekday Events:**
   Early evening (5-8 p.m.) is recommended.

2. **Weekend Events:**
   The afternoon (12-3 p.m.) is recommended.

3. We recommend events around 3 hours in duration, with a “drop-in” policy. This provides guests a chance to leave work and make their way through traffic, while also spacing out the crowd.



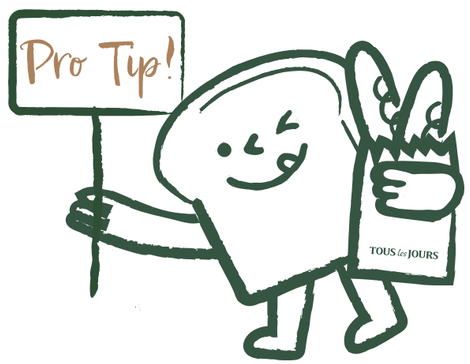
For all brand events, consider the following:

Onsite Team

1. All available staff members should be onsite to answer questions, give tours, take care of customers looking to order, etc.

2. Ideally, team members wear branded clothing to identify themselves as the experts onsite.

3. One leader on the team should be prepared to make a few remarks welcoming everyone and discussing the mission of the brand.



Sustained Marketing Momentum

As you're planning for the grand opening of your new TOUS les JOURS location, think about how to maintain that marketing momentum after the confetti has fallen. Build a calendar of key events, observances, and activities to grow awareness and lead generation in the weeks and months that follow the grand opening.



Strategies for sustaining marketing momentum include:

Social Media

- Social media content marketing, inclusive of user-generated content
- Campaigns, giveaways, and special offers

Paid Ads

- Brand awareness, page likes and conversions ads, all based on your goals

In-Market Activations

- Fundraisers
- Local event sponsorships and activations
- Blogger/influencer experiences and review campaigns
- Quarterly Yelp Elite events
- In-store pop-up events
- Collaborations and cross-promotions with local complementary businesses

Now, get the sprinkles ready...

Congratulations!

Congratulations on opening your new TOUS les JOURS location! If you're feeling like there's a lot on your plate, check out Appendix B for a grand opening timeline to help you make the most of this opportunity to introduce yourself and your brand to your community.

As the excitement builds and the grand opening weekend nears, bear in mind these simple truths to guide your strategy: make every interaction count. Surprise and delight your customers, your team, and your community, to make lasting first impressions. Keep the customer experience at the forefront of your decisions, and celebrate and recognize your team every step of the way. When you do this, you'll unlock the secrets to successful franchising.



Appendix A: Brand and Communications Assets

- Establish a centralized marketing hub to store and share these brand assets that will be used in your PR and marketing efforts:
- High-resolution logo files, in .jpeg and .png formats, and in white, grayscale and full color
- High-resolution photos of locations, menu/service items and offerings, and lifestyle shots to showcase brand personality and customer experience
- Key brand messaging and talking points
- Brand guidelines, including logo usage, typography, color palette, voice and tone
- Corporate marketing calendar of promotions and other news and announcements
- Downloadable brand assets, such as:

Appendix B: Grand Opening Timeline

This is an ideal timeframe of activities to ensure enough planning and execution time for each of the activities listed in grand opening promotion. These dates can be flexible and should be continuously evaluated based on deadlines, event changes and other factors.

10 weeks prior to opening

- [ ] Research and interview local PR agencies or enroll in a service with the current PR agency used by the corporate

8 weeks prior to opening

- [ ] Hire and engage local PR agency
- [ ] Reach out to potential charity/ philanthropy partners
- [ ] Finalize Grand Opening plans, events, timelines and associated budgets
- [ ] Begin building invite lists based on event type(s)
- [ ] Request “coming to market” press release, if applicable

7 weeks prior to opening

- [ ] Order signage and banners, as applicable
- [ ] Drop off flyers to local businesses noting “We’re opening soon”
- [ ] Order any swag or giveaway supplies
- [ ] Select event vendors (food/ entertainment/etc.) and negotiate contracts/packages
- [ ] Select charity and coordinate partnership
- [ ] Continue building out invite list
- [ ] Distribute “coming to market” press release, if applicable
- [ ] Reach out to shopping center management and/or marketing team

6 weeks prior to opening

- [ ] Finalize any vendor contracts/ packages
- [ ] Continue conversation with shopping center and/or market management and marketing team
- [ ] Reach out to shopping center tenants
- [ ] Continue building out invite list

5 weeks prior to opening

- [ ] Create grand opening invitations
- [ ] Finalize invite list
- [ ] Write calendar of events listing for grand opening celebration
- [ ] Reach out to any other applicable local businesses to incorporate
- [ ] Schedule Yelp Elite Event, if applicable

4 weeks prior to opening

- [ ] Begin posting grand opening celebration on event calendars
- [ ] Begin distributing grand opening event invitations
- [ ] Create RSVP list
- [ ] Share templated posts about the grand opening event with shopping center management/marketing, shopping center tenants and any other applicable partners

3 weeks prior to opening

- [ ] Request grand opening event press release
- [ ] Discuss any media training or preparation needed for the team
- [ ] Invite media and influencers to Media Experience event

2 weeks prior to opening

- [ ] Distribute grand opening event press release
- [ ] Distribute invitations to Friends & Family Event
- [ ] Distribute invitations to Ribbon Cutting & Community Engagement Day
- [ ] Decide on “day of” point of contact for vendors, media, etc.

1 weeks prior to opening

- [ ] Distribute Good Neighbor cards
- [ ] Discuss onsite roles for gathering real-time social media content
- [ ] Order any last minute decorations, such as: balloons, flowers, etc.
- [ ] Begin countdown/teaser series on social media
- [ ] Create a shot list for onsite photography
- [ ] Develop an event flow document including anything needed at specific times, such as a ribbon cutting or speaking portion

3 days prior to opening

- [ ] Host Friends & Family Event
- [ ] Finalize all guests lists for Media Experience and Ribbon Cutting & Community Engagement Day

2 days prior to opening

- [ ] Host Media Experience event

It’s time for the grand opening!

Grand Opening Weekend Timeline

Day of the event

- [ ] Host Ribbon Cutting & Community Engagement Day
- [ ] Post details on social media
- [ ] Pick up any last minute decorations, such as balloons, flowers, etc.
- [ ] Coordinate on-site vendors, as applicable, and other weekend activations
- [ ] Execute onsite

During the event

- [ ] Welcome vendors (at minimum arrival 1 hour prior to the start of the event) and help them get set up, go over the shot list with photographer, etc.
- [ ] Capture images
- [ ] Welcome and introduce the brand and offerings to guests
- [ ] Provide tours of the new location
- [ ] Complete any media interviews
- [ ] Ensure guests are happy, the space is clean and any issues are addressed/ resolved in real-time

Post-event

- [ ] Draft an event recap with attendance, success and learnings
- [ ] Evaluate learnings for potential adjustments to your specific franchise opening playbook

1 week post-opening

- [ ] Recap events, attendance and opening success
- [ ] Review earned media coverage
- [ ] Evaluate revenue numbers from first week

4 weeks post-opening

- [ ] Host Yelp Elite Event

Ongoing

- [ ] Social media content marketing, campaigns, giveaways and special offers
- [ ] Paid ads, including brand awareness, page likes and conversion ads
- [ ] In-market activations, such as fundraisers, influencer experiences, and cross-promotions with local complementary businesses

Appendix C:

The Week of Grand Opening Calendar

MONDAY ☐

Preparation and Final Touches:
Finalize all plans, confirm vendors, and ensure all merchandise and materials are ready for the events.

TUESDAY ☐

Friends & Family Event:
Host this event 2-3 days prior to the Grand Opening. This is an opportunity for close associates to experience the all-new location in a more intimate setting and provide feedback. It's a way to do a soft launch and make any last-minute adjustments based on this feedback.

FRIDAY ☐

Morning:

Ribbon Cutting & Community Engagement Day:
Kick off the day with a ribbon-cutting ceremony. This event typically involves local dignitaries, the franchise owner(s), and the community. It's a symbol of the official opening and a chance to engage with the community, showcasing the new location's commitment to becoming a part of it.

Throughout the Day:

Grand Opening Event with Merchandise Giveaways:
The main event where the public is invited to experience the new location. Merchandise giveaways can help attract a larger crowd, create a memorable experience, and encourage word-of-mouth marketing. This event should be designed to showcase what the new location offers and build relationships with potential customers.

WEDNESDAY

Optional Friends & Family Event

THURSDAY

Media & Influencer Experience Event:
Hold this event 1-2 days before the Grand Opening. This event targets media professionals and influencers, giving them a preview of what's to come. It's an important time for generating buzz and anticipation on social media and through traditional media outlets.

NOTES:

Appendix D

Community Relations Targets Worksheet

Shopping Center / Plaza Surrounding Businesses

CONTACT NAME:	
ADDRESS:	
PHONE NUMBER:	
EMAIL:	
BUSINESS TYPE:	
COLLAB. IDEAS:	
PREV. CONTACT:	

NOTES:

CONTACT NAME:	
ADDRESS:	
PHONE NUMBER:	
EMAIL:	
BUSINESS TYPE:	
COLLAB. IDEAS:	
PREV. CONTACT:	

NOTES:

CONTACT NAME:	
ADDRESS:	
PHONE NUMBER:	
EMAIL:	
BUSINESS TYPE:	
COLLAB. IDEAS:	
PREV. CONTACT:	

NOTES:

CONTACT NAME:	
ADDRESS:	
PHONE NUMBER:	
EMAIL:	
BUSINESS TYPE:	
COLLAB. IDEAS:	
PREV. CONTACT:	

NOTES:

Office Buildlings

MGMT CONTACT	
ADDRESS:	
PHONE NUMBER:	
EMAIL:	
# OF TENANTS	
OPPORTUNITIES	
PREV. CONTACT:	

NOTES:

MGMT CONTACT	
ADDRESS:	
PHONE NUMBER:	
EMAIL:	
# OF TENANTS	
OPPORTUNITIES	
PREV. CONTACT:	

NOTES:

MGMT CONTACT	
ADDRESS:	
PHONE NUMBER:	
EMAIL:	
# OF TENANTS	
OPPORTUNITIES	
PREV. CONTACT:	

NOTES:

MGMT CONTACT	
ADDRESS:	
PHONE NUMBER:	
EMAIL:	
# OF TENANTS	
OPPORTUNITIES	
PREV. CONTACT:	

NOTES:

MGMT CONTACT	
ADDRESS:	
PHONE NUMBER:	
EMAIL:	
# OF TENANTS	
OPPORTUNITIES	
PREV. CONTACT:	

NOTES:

MGMT CONTACT	
ADDRESS:	
PHONE NUMBER:	
EMAIL:	
# OF TENANTS	
OPPORTUNITIES	
PREV. CONTACT:	

NOTES:

Residential Communities (nearby apartments, HOAs, etc.)

CONTACT PERSON:	
ADDRESS:	
PHONE NUMBER:	
EMAIL:	
COMMUNITY TYPE:	
OPPORTUNITIES:	
INTERACTIONS:	

NOTES:

CONTACT PERSON:	
ADDRESS:	
PHONE NUMBER:	
EMAIL:	
COMMUNITY TYPE:	
OPPORTUNITIES:	
INTERACTIONS:	

NOTES:

CONTACT PERSON:	
ADDRESS:	
PHONE NUMBER:	
EMAIL:	
COMMUNITY TYPE:	
OPPORTUNITIES:	
INTERACTIONS:	

NOTES:

CONTACT PERSON:	
ADDRESS:	
PHONE NUMBER:	
EMAIL:	
COMMUNITY TYPE:	
OPPORTUNITIES:	
INTERACTIONS:	

NOTES:

CONTACT PERSON:	
ADDRESS:	
PHONE NUMBER:	
EMAIL:	
COMMUNITY TYPE:	
OPPORTUNITIES:	
INTERACTIONS:	

NOTES:

CONTACT PERSON:	
ADDRESS:	
PHONE NUMBER:	
EMAIL:	
COMMUNITY TYPE:	
OPPORTUNITIES:	
INTERACTIONS:	

NOTES:

Hotels / Lodging

CONTACT PERSON:	
ADDRESS:	
PHONE NUMBER:	
EMAIL:	
LODGING TYPE:	
OPPORTUNITIES:	
INTERACTIONS:	

NOTES:

CONTACT PERSON:	
ADDRESS:	
PHONE NUMBER:	
EMAIL:	
LODGING TYPE:	
OPPORTUNITIES:	
INTERACTIONS:	

NOTES:

CONTACT PERSON:	
ADDRESS:	
PHONE NUMBER:	
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LODGING TYPE:	
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OPPORTUNITIES:	
INTERACTIONS:	

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CONTACT PERSON:	
ADDRESS:	
PHONE NUMBER:	
EMAIL:	
LODGING TYPE:	
OPPORTUNITIES:	
INTERACTIONS:	

NOTES:

CONTACT PERSON:	
ADDRESS:	
PHONE NUMBER:	
EMAIL:	
LODGING TYPE:	
OPPORTUNITIES:	
INTERACTIONS:	

NOTES:

Competitors (nearby bakeries, cafes, etc.)

CONTACT PERSON:	
ADDRESS:	
PHONE NUMBER:	
EMAIL:	
COMPETITOR TYPE:	
OPPORTUNITIES:	
INTERACTIONS:	

NOTES:

CONTACT PERSON:	
ADDRESS:	
PHONE NUMBER:	
EMAIL:	
COMPETITOR TYPE:	
OPPORTUNITIES:	
INTERACTIONS:	

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CONTACT PERSON:	
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INTERACTIONS:	

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INTERACTIONS:	

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COMPETITOR TYPE:	
OPPORTUNITIES:	
INTERACTIONS:	

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CONTACT PERSON:	
ADDRESS:	
PHONE NUMBER:	
EMAIL:	
COMPETITOR TYPE:	
OPPORTUNITIES:	
INTERACTIONS:	

NOTES:



Questions?

For questions about franchising and TOUS les JOURS, please contact:

TOUS les JOURS

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Title Goes Here
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To connect with TOUS les JOURS' corporate PR team, Bolt PR, please contact:

Bolt PR

Sara Ryan
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(469) 371-5641