

AIM

Tragus is one of the UK's largest independent restaurant groups. Trouble is, not many people know that. They know their brands - big name restaurant chains such as Cafe Rouge, Bella Italia and Strada - but not Tragus itself. So we were asked to make Tragus more upfront. We were also asked to bring its hero brands under the Tragus fold, but not to affect their individual identities.

SOLUTION

Our message was simple: Tragus is big and big is beautiful. We constructed a Tragus stamp - 'Get Into Food In A Big Way' - and applied it like a branding iron across all our communications. We then built a website with lots of white space, minimal copy and flash animation that brings big, bold Tragus facts to life. We put together a four-minute film and embedded it into the site, then created links across to new Café Rouge, Bella Italia and Strada sites, which we designed around their own brand identities while keeping tone of voice and content consistent with Tragus. We think it's a very effective example of how to bring an employer 'brand-behind-the-brands' to the fore.

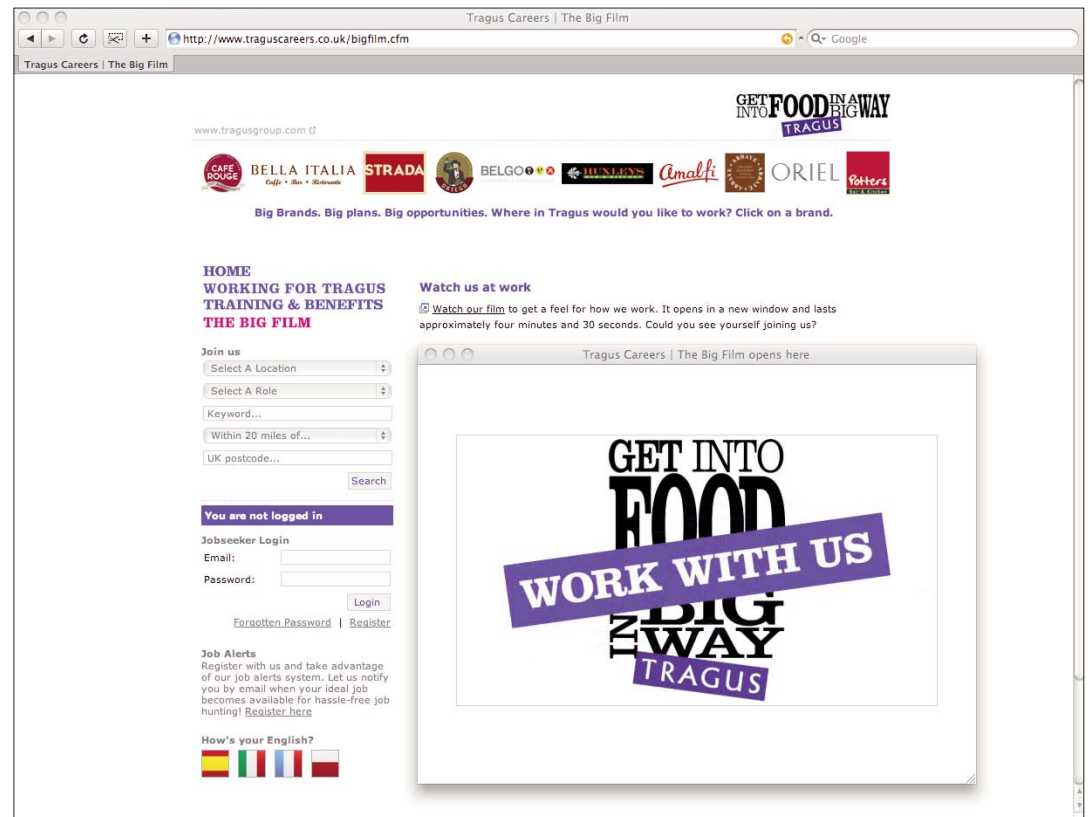
www.traguscareers.co.uk



280 RESTAURANTS AND GROWING

Management Opportunities
Tragus is into food in a big way and we're proud of our vibrant restaurants and brasseries. We're big on training, big on rewards and big on giving you the scope to develop your career with one of UK's largest independent restaurant groups. Our culture, like our restaurants, is exciting and successful. It's powered by people who think big. Could you become one of them? If you're into food as much as we are, we have opportunities across all our brands. Add your skills into the mix by visiting www.traguscareers.co.uk

BELLA ITALIA
CAFE ROUGE
STRADA
GET INTO FOOD IN A BIG WAY
TRAGUS



Tragus Careers | The Big Film

www.tragusgroup.co.uk

GET INTO FOOD IN A BIG WAY TRAGUS

CAFE ROUGE BELLA ITALIA STRADA BELGO HUNTERS Amalfi ORIEL Potters

Big Brands. Big plans. Big opportunities. Where in Tragus would you like to work? Click on a brand.

HOME WORKING FOR TRAGUS TRAINING & BENEFITS THE BIG FILM

Watch us at work
 Watch our film to get a feel for how we work. It opens in a new window and lasts approximately four minutes and 30 seconds. Could you see yourself joining us?

Join us
Select A Location
Select A Role
Keyword...
Within 20 miles of...
UK postcode...
Search

You are not logged in

Jobseeker Login
Email:
Password:
Login
Forgotten Password | Register

Job Alerts
Register with us and take advantage of our job alerts system. Let us notify you by email when your ideal job becomes available for hassle-free job hunting! Register here

How's your English?
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Tragus Careers | The Big Film opens here

GET INTO FOOD IN A BIG WAY TRAGUS



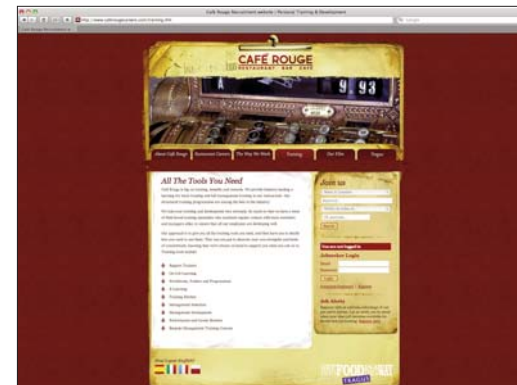
STRADA

Passionate about our food. Passionate about our people.

How's your English?
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WEB 2009 WINNER

GET INTO FOOD IN A BIG WAY TRAGUS

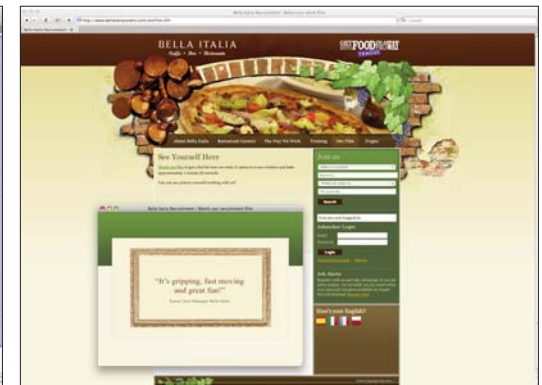


CAFE ROUGE

All The Tools You Need

How's your English?
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GET INTO FOOD IN A BIG WAY TRAGUS



BELLA ITALIA

New Yourself Here

"It's gripping, fast moving and great fun!"

How's your English?
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GET INTO FOOD IN A BIG WAY TRAGUS

Case Study: Tragus