



FRIDAYS UNVEILS LATEST ABOVE THE LINE CAMPAIGN CALLING FOR THE PUBLIC TO SHOW THEIR STRIPES

- Fridays launches its new 'Show Your Stripes' campaign as part of its brand repositioning
- The campaign sees Fridays' classic stripes evolve from a symbol of heritage to a symbol of self-expression
- The launch films mark the first of many assets that will feature Fridays' new brand identity across the campaign that will run until Christmas



October 2022: [Fridays](#), unveils its new above-the-line campaign 'Show Your Stripes', part of a major brand repositioning. A series of ads running across multiple digital channels will see the famous Fridays stripes evolve from a symbol of heritage to one of self-expression, encouraging guests to show their stripes and feel confident about being their true selves.

The campaign, brought to life by Fridays' retained communications agency Boldspace, features Fridays' guests showcasing their respective talents and passions, aka their 'stripes' – think outdoor jam skating, fast-paced competitive table tennis and designing the next big thing in fashion. The concept is rooted in Fridays being a place that is welcome to all and a brand with a generous spirit that encourages their guests to come as they are.

The campaign marks a significant stride forward in the brand's overall revamp and repositioning, with its trademark stripes taking on a new meaning. Following its rebrand in 2020, the American-inspired food and cocktail chain has been working to shift existing perceptions and modernise its approach to hospitality. This year saw the introduction of Fridays and Go, the chain's first-ever quick service restaurant offering and the opening of new concept stores



including Fridays Chelmsford, which spans 8,600 square feet and features an iconic Fridays bar. Fridays also appointed Rhiannon Scarlett as Chief Marketing Officer, following her five-year tenure at The Body Shop as Marketing Director, leading on strategy and initiatives to drive customer acquisition, retention, and growth of existing customers.

Rhiannon Scarlett, Chief Marketing Officer at Fridays said of the campaign: “We are so excited to launch this new campaign as part of our wider brand mission. We feel that these new adverts truly speak to the evolving needs of our target audience. This will involve us ‘bringing back the bar’ – spotlighting our renowned cocktail selection and award-winning mixologists as well as emphasising that Fridays is somewhere that guests can come to enjoy themselves and feel liberated.”

Nick Ford-Young, Co-Founder of Boldspace commented: “We are extremely proud to help reimagine a brand as iconic as Fridays. Creating an uplifting atmosphere through a distinctive generosity of spirit has always been at its heart, and it has been a pleasure to be a part of giving ‘That Fridays Feeling’ refreshed meaning and context for the modern day. We very much look forward to Fridays bringing value to future generations, starting with this bold, exciting rebrand.”

The campaign will run until Christmas with the content to be distributed across the brand’s own channels, programmatic advertising across YouTube, and paid social and search ads across TikTok and Facebook. The campaign production was supported by [Progress Film Company](#), based in Brighton, and directed by [Adrian Ardelean](#).

Watch the full campaign films [here](#).

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NOTES TO EDITORS

Find out more - www.tgifridays.co.uk

Follow @TGIFridaysUK on social media to get that Fridays Feeling all day, every day.

About Fridays:

Fridays first opened in New York in 1965 with flowing cocktails and charismatic bartenders making every night feel like a Friday. Over 55 years later, we are making



Fridays famous again and proudly celebrating our heritage with simple, freshly made to order dishes with top-quality ingredients, vibrant new and classic cocktails full of energy and theatre, all handcrafted by our expert bartenders. All of which is complemented by consistently brilliant and iconic Fridays service and spirit of generosity.

Whether you're out for a date, girls' night or a family dinner, Fridays is here to help bring that Fridays Feeling, no matter what day of the week or time of day.

Fridays is a proud member of The Responsible Business Recovery Forum (RBRF). The RBRF is a membership body of Out of Home food and drink operators and suppliers. The group's objective is to collaborate to aid an efficient, industry-wide recovery, in the aftermath of COVID-19 whilst anticipating future trends. A community of progressive businesses learning and sharing for past, present and the future.

About Hostmore plc

We're the sharers. The carers. The business-builders and the entertainers.

Hostmore group is a growing hospitality business with current operations focused on casual dining brand, Fridays, and cocktail-led bar and restaurant brand, 63rd+1st.

Established in 2021, Hostmore has been created to provide a platform for the development of hospitality brands under the leadership of an experienced team that has a track record of building businesses in the hospitality and leisure sectors.

Hostmore's businesses are defined by iconic brand experience, vibrant heritage and sector-leading technology.

Its strategic focus is on optimising its brands, aligning those brands with evolving consumer demands and delivering personalised customer engagement – all backed up by a redesigned digital platform.

Find out more - www.hostmoregroup.com