

MARKETING SERVICES

UNIFYING BRANDS

Why brand consistency matters
more than ever in hospitality

PARAGON 



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Your brand is your biggest asset. But is it working as hard as it should?

The hospitality sector is under unprecedented pressure. Labour costs are rising, consumer spending is cautious and competition for every pound spent out-of-home has never been fiercer.

For multi-brand hospitality operators, the challenge is particularly acute. You're managing distinct brand identities across hundreds or thousands of venues. You're coordinating between managed estates, tenanted partnerships and franchise operations. You're investing millions in digital engagement – apps, loyalty schemes, booking systems – while ensuring the in-venue experience lives up to the promise.

The problem? Every inconsistency erodes trust.

When a guest's app experience doesn't match what they encounter at the bar. When promotional messaging varies wildly between venues. When your sustainability commitments aren't reflected in your point-of-sale materials. Each disconnect chips away at the confidence you've worked so hard to build.

In an industry where repeat visits and loyalty drive profitability, brand consistency is the foundation of sustainable growth.



Mitch Cornelia
COO for Marketing Services, Paragon UK

What brand inconsistency costs you



Revenue leakage from confused guests

In hospitality, guest decisions happen fast. When your brand messaging is inconsistent (different offers across venues, apps that don't reflect current promotions, disconnected loyalty rewards) guests lose confidence. They choose competitors who feel more reliable, more together, more trustworthy.

The cost isn't just the lost transaction, it's the lost lifetime value of that customer relationship.



Diluted investment in digital transformation

You've invested in apps, booking systems and loyalty programmes. But if the in-venue experience doesn't deliver on the digital promise – staff aren't briefed on the app offers, signage doesn't reference digital features, the brand experience feels disjointed – your technology investment delivers only a fraction of its potential ROI.



Operational inefficiency at scale

When every region, every brand division and every venue manager is creating their own version of marketing materials, you're duplicating effort across your organisation. You're wasting budget on materials that don't meet brand standards. You're spending management time correcting mistakes instead of driving growth.

For operators managing 1,000+ venues, these inefficiencies compound dramatically.



Vulnerability in sustainability commitments

As net-zero commitments become standard practice (90% of guests now believe it's important for the hospitality industry to adopt sustainable practices) inconsistent execution creates reputational risk. When some venues use sustainable materials while others don't, when messaging around sourcing and environmental initiatives varies across your estate, you're exposed to accusations of greenwashing – even if your head office commitment is genuine.



WHAT DRIVES FRAGMENTATION IN HOSPITALITY?

Siloed operations

Marketing, operations and individual brand teams working independently with different tools, different suppliers, different approval processes.

Estate complexity

Managed venues need different support than tenanted pubs or franchise partners – but there's no unified system to maintain brand standards across these different operating models.

Legacy processes

Manual approvals, scattered assets, email-based coordination – systems that worked for 50 venues collapse under the weight of national or multi-brand operations.

Speed vs. control tension

Regional teams and venue managers need materials quickly for local promotions and seasonal campaigns. But speed often comes at the cost of brand compliance.

Achieving brand consistency at scale

The solution isn't tighter policing or more restrictive guidelines. It's giving your teams the right infrastructure to execute consistently, quickly and efficiently.

1 Single source of truth

Centralised brand asset management where every team – from head office to individual venues – accesses the same approved, up-to-date materials. No more version control chaos. No more outdated logos or off-brand imagery circulating through your estate.

2 Smart templating with local flexibility

Pre-approved templates that venue managers and regional teams can customise within brand guardrails. They get the speed and local relevance they need. You maintain the consistency and control you require.

3 Integrated approval workflows

Automated routing of materials that need sign-off, with clear visibility of what's in flight, what's been approved and what's live in market. Reduce approval bottlenecks while strengthening brand governance.

4 Digital-physical integration

Coordinated campaigns where app messaging, email communications, in-venue signage and staff briefings all reinforce the same brand narrative. Guests experience seamless consistency, from digital engagement to physical visits.

5 Sustainability by design

Materials management that aligns with net-zero commitments – using environmentally responsible materials, efficient distribution, waste reduction and clear reporting on environmental impact across your marketing supply chain.

6 Performance visibility

Data on which materials are being used, which venues are compliant, which campaigns are driving engagement. These insights can help you optimise both brand execution and marketing ROI.



Paragon: your partner for brand consistency

We've spent decades helping multi-site, multi-brand businesses solve the consistency challenge. Our approach combines technology, creative expertise and operational know-how to give you control without creating bottlenecks.

Our platform provides:

Centralised brand management

Cloud-based Digital Asset Management (DAM) where all your brand assets, guidelines, templates and approved materials live in one accessible place. Role-based access ensures the right people see the right materials.

Intelligent templating

Smart templates that embed brand rules – fonts, colours, spacing, logo usage – while allowing customisation of offers, imagery and local messaging. Brand compliance is built in, not bolted on.

Streamlined procurement

Integration with your supply chain for efficient ordering, production and distribution of physical materials – from menus to signage to promotional packaging. Better visibility, better pricing, faster turnaround.

Sustainability reporting

Tracking of materials usage, waste and carbon impact across your marketing operations – giving you the data you need to meet net-zero commitments and report progress transparently.

Omnichannel coordination

Campaign management that spans digital and physical touchpoints, ensuring your brand message is consistent whether guests encounter it on their phone, on your website, or walking past your venue.



WHY HOSPITALITY OPERATORS CHOOSE PARAGON:



Scale:

We support businesses managing thousands of venues



Compliance:

Achieve 95%+ brand guideline adherence across estates



Speed:

Reduce material production time by up to 40%



Cost efficiency:

Consolidate suppliers, reduce waste, optimise spend



Integration:

Works with your existing systems and workflows



Expertise:

1,700+ specialists across brand, creative, tech and operations



Scenario 1: New seasonal menu launch across 800 venues

The challenge: Launch needs to happen simultaneously across all venues with consistent branding, but regional teams need to customise offers based on local preferences and inventory.



The Paragon solution:

Pre-approved menu templates with locked brand elements (logo, typography, photography style) and flexible zones for offers, pricing and descriptions. Regional teams access templates, customise within guardrails, approve content digitally and materials are produced and distributed centrally. Launch happens on time, on brand, at every venue.



The result:

Faster time-to-market, zero brand non-compliance, and reduced production costs through consolidated printing.

Scenario 2: Delivering on net-zero commitments

The challenge: Public commitment to eliminate airfreighted produce needs to be reflected across all customer-facing communications, but messaging must remain consistent while menu items adapt seasonally.



The Paragon solution:

Templated messaging frameworks and sustainability badges that can be applied across menus, signage and digital channels. Centralised tracking of materials specifications ensures only approved sustainable substrates are used. Regular reporting demonstrates progress toward commitments.



The result:

Authentic, verifiable sustainability communications. Brand reputation strengthened. Risk of greenwashing accusations minimised.



READY TO UNIFY YOUR BRAND?

Brand consistency at scale isn't easy – but it's essential. The hospitality operators who win in this challenging environment will be those who build unshakeable guest trust through flawless execution across every touchpoint.

Paragon has helped some of the UK's largest multi-brand, multi-venue hospitality businesses solve this challenge. We'd welcome the opportunity to show you how we can help strengthen your brand consistency, reduce operational complexity and drive measurable growth.

Let's talk about your brand consistency goals.

 uk.paragon.world



PARAGON

ABOUT PARAGON MARKETING SERVICES

We combine cutting-edge technology with deep industry expertise to deliver seamless, data-driven marketing solutions at scale. Across brand marketing activation, direct marketing activation and marketing operations outsourcing, we enable our clients to strengthen customer relationships, reduce costs and turn marketing budgets into growth.

-  1,700+ specialists
-  Global scale
-  Proprietary technology
-  Decades of experience