



# GOLDEN FROG AND THE STAVELEY ARMS

2020 was not the year when starting a new pub venture might have seen the obvious choice, but that didn't deter the team at The Staveley Arms, and Golden Frog were delighted to help.

We helped the team with the design and digital collateral to support the August launch of an idyllic village pub in the heart of North Stainley, a picturesque village known for its cricket pitch and duck ponds, on the edge of The Yorkshire Dales.

As further COVID lockdowns took hold, we swiftly supported their launch of an 'At Home' takeaway service supporting hungry locals. It's fair to say The Staveley Arms have taken lockdown in their stride with Golden Frog guiding them every step of the way.



***'What we like best about Golden Frog is their determination to really get to know our business and their willingness to both align with and add value to our broader marketing strategy'***

**James Staveley.** Group Chairman. Lightwater Holdings

The Staveley Arms quickly established itself as a well-respected pub, with an award-winning local brigade serving up local, ethical and sustainable produce with a contemporary twist, created expertly with Yorkshire sized portions!

Launching during a pandemic made it more important than ever that they immediately became very visible to the local community, and had social media to back up the ever-changing landscape of rules and regulations.

Golden Frog were tasked with the swift brand refresh which needed to be implemented. With a new strategy in place to provide strong communication between the team and customers, a website, logo, branded menus, social media channels, graphics and imagery were created. We continued to develop strong communication through social media, using Facebook, Instagram and the website's News and Events page.

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November 2020's lockdown didn't deter the team's passion for cooking delicious meals for their customers and so they developed the 'At Home' menu, using their already strong following to communicate it. We also helped with communicating the rules and regulations, together with the launch of a 'substantial' menu to appease Boris!

Day to day we continue to maintain their social media, and regularly update their web presence for optimum visibility. We are excited to see what the future holds for the continued success of The Staveley Arms and are now on board with their sister company! Watch this space...

