



**nez /** press kit

March 2019

introduction / welcome

# nez press kit

thanks for checking out the nez website. Here you can find information and assets that will help you share our story.

For more info about how to work with us, or for press inquiries, please get in touch at [\*\*press@joinnez.com\*\*](mailto:press@joinnez.com)

**London** is probably - ok, definitely - the best city in the world, but the cost of urban living can sometimes clash with the desire to eat well, live healthily and generally make the most of your time on the planet.

Our founder Joe had been working in office jobs for a number of years when he came up with the idea for **nez**. He'd grown up in London, watching the food and drink scene explode, and yet had found himself having the same, tired lunch every day.

One day, Joe walked past a restaurant that had put up a 'Half Price' sign outside but still didn't seem to be getting much attention. Realising there wasn't a digital equivalent to the conventional restaurant chalkboard, that connects local traders with a local audience, Joe wondered whether there would be an appetite for an app featuring hyperlocal, real-time offers in London.

We first launched in Fitzrovia and immediately became an essential app for office workers, residents and partners in the area. We now cater for users in Soho, Bank, Covent Garden, Holborn, Farringdon, St Paul's and Chancery Lane - and we're only just getting started.

**nez** is rapidly welcoming new partners to its platform, as Londoners begin to see the benefits of the best food and drink app in the market. The company is preparing to launch in even more parts of London throughout 2019, helping office workers across the city to raise their lunch game and discover great local food spots on their high street.

## introduction / what is nez?

our app connects Londoners with **high-quality restaurants, bars and cafes**, giving users access to exclusive food and drink offers, and driving incremental footfall for the businesses we partner with.

**Short on time?** Here's a quick guide to nez:

- **nez is hyperlocal.** Our app helps users discover food and drink offers that are practically on their doorstep (or, at most, a 15 minute walk if you're feeling adventurous...)
- **nez saves you money.** Every day, we feature exclusive offers at restaurants, bars and cafes - from your local area's hidden gems to much-loved established brands.
- **nez helps you discover the best of London.** Whatever the time of day, we aim to get our users out and about, discovering their new favourite food and drink spots around London.
- **nez loves loyal users.** We believe everyday eating should be rewarding. That's why the offers on nez get better the more you use it. Users earn points every time they use the app, which then unlock even bigger offers.
- **nez is extremely easy.** Our app is free to download, doesn't ask for a credit card and there's no subscription required. Just open it up and grab yourself a deal.
- **nez is here to help.** From restaurant ratings and meal descriptions to our own top-class photography, you can find everything you need on nez to make the most important decision of your day: what you're having for lunch.

**our mission** is to make everyday  
eating out more rewarding  
– on every level.

we're here to make lunchtime more exciting, inspiring Londoners to discover the best food and drink near them every day, and save money in the process.

we don't like to boast, but **nez** has totted up some pretty exceptional stats lately...

- **100,000** happy users across central London
- **280+** ecstatic partners, enjoying the incremental footfall and unique insights being driven by **nez**
- **96%** of **nez** users have told a friend/colleague about a restaurant they have found using **nez**
- **110,000** product and site specific reviews in just 9 months
- **90%** of **nez** users walk further than normal when using a **nez** offer (average of 9.6mins)
- **85%** of **nez** users have discovered new restaurants that they didn't know about before, through **nez**
- **79%** of **nez** users have returned to the same restaurant as a full-price paying customer, after using a **nez** offer

introduction / partner with **nez**

it's not always easy being a restaurant, cafe and bar in London, with 60% of businesses closing within their first three years. This is where **nez** can help.

Our app has a proven ability to drive incremental footfall, revenue and brand awareness for our partners across London. We act as a digital chalkboard in a noisy online world for the restaurants and bars we work with, showing the right food and drink offers to each user - at the right time and place. What's more, there's no training required or tricky technical setup when you partner with **nez** - we're all about making life easy.

On top of that, our unique insights platform gives our partners information and actionable data from our 100K+ user-base of Londoners that they can't find anywhere else, from product popularity to customer retention. We've generated over 110,000 product and site-specific reviews in just nine months, helping partners to better understand their audience and drive product performance.

If you're a London-based restaurant, cafe or bar and would like to discuss the opportunity of joining **nez**, get in touch at [partners@joinnez.com](mailto:partners@joinnez.com)

we've built up a lot of love for **nez** over the last two years. Here's a handful of user reviews to explain why people stay so loyal to our app.



"Love, love, love it!! Saves money, shows new places and get rewards when you use...it's a no brainer!!!!"

"It's completely free, really simple and you get discounts and good places. It's great"

"The food app for London that I actually use. Easy to dip in and out of."

"Brilliant daily deals and consistently great service from the Nez employees"

"Such a good app that just works and helps you save money... What's not to love!"

"The best app for cheaper lunches at my favourite places!"

"Great deals and lots of inspiration!"





**brand guidelines** / a wee word about case

In general, we're a 'lower case' kind of brand. Our brand name is always written in lower case, and all our headers and subheaders are, too.

But when it comes to body copy, use normal case conventions, ie capital letter at the start of sentences, and for proper nouns (like the names of restaurants and places).

**£1 K pop  
chicken today  
at Co & Ko**  
for **new users only\***

download the **nez** app



\*New users only, offer valid on **20th March**.  
Only one lunch per person **while stocks last**

## our logo

Our logo is our crown jewels and family silver rolled into one. It's a seriously precious piece of art that needs to be used consistently, everywhere. **Strictly no messing.**

There are three approved variations to the logo, which you can use across digital and print.

- 1. Our main** logo can be used in blue, red or white
- 2. The circle** without the word-mark can be used in red, blue and white
- 3. If none of the above work, you can use the nez word-mark.** Only as a last resort, mind.

[Downloadable files available here](#)



nez



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## the logo / best practice

Here's some examples of how we use our logos in best practice.



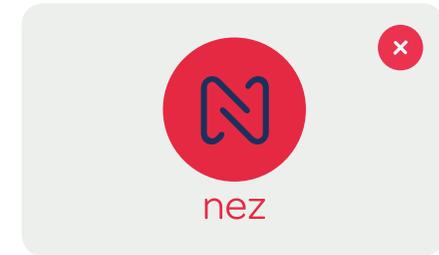
The nez white logo sits best on a red background where it has the most contrast / stand-out



The nez blue logo sits best on the off white/white background for the most contrast / stand-out



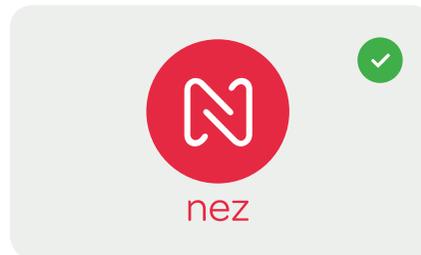
Don't place the nez blue logo over the red background



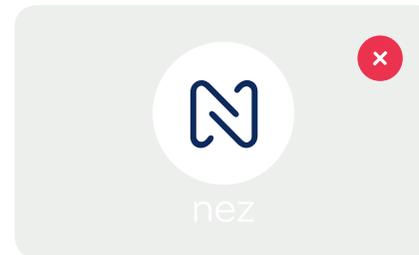
Don't place the nez red with an unapproved logo on any of the approved backgrounds



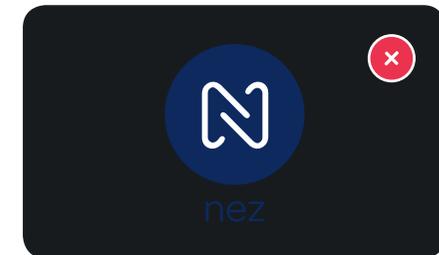
The nez white logo sits best on a blue background where it has the most contrast / stand-out



The nez red logo sits best on the off white/white background for the most contrast / stand-out



Don't place the nez white logo on the off white/white background

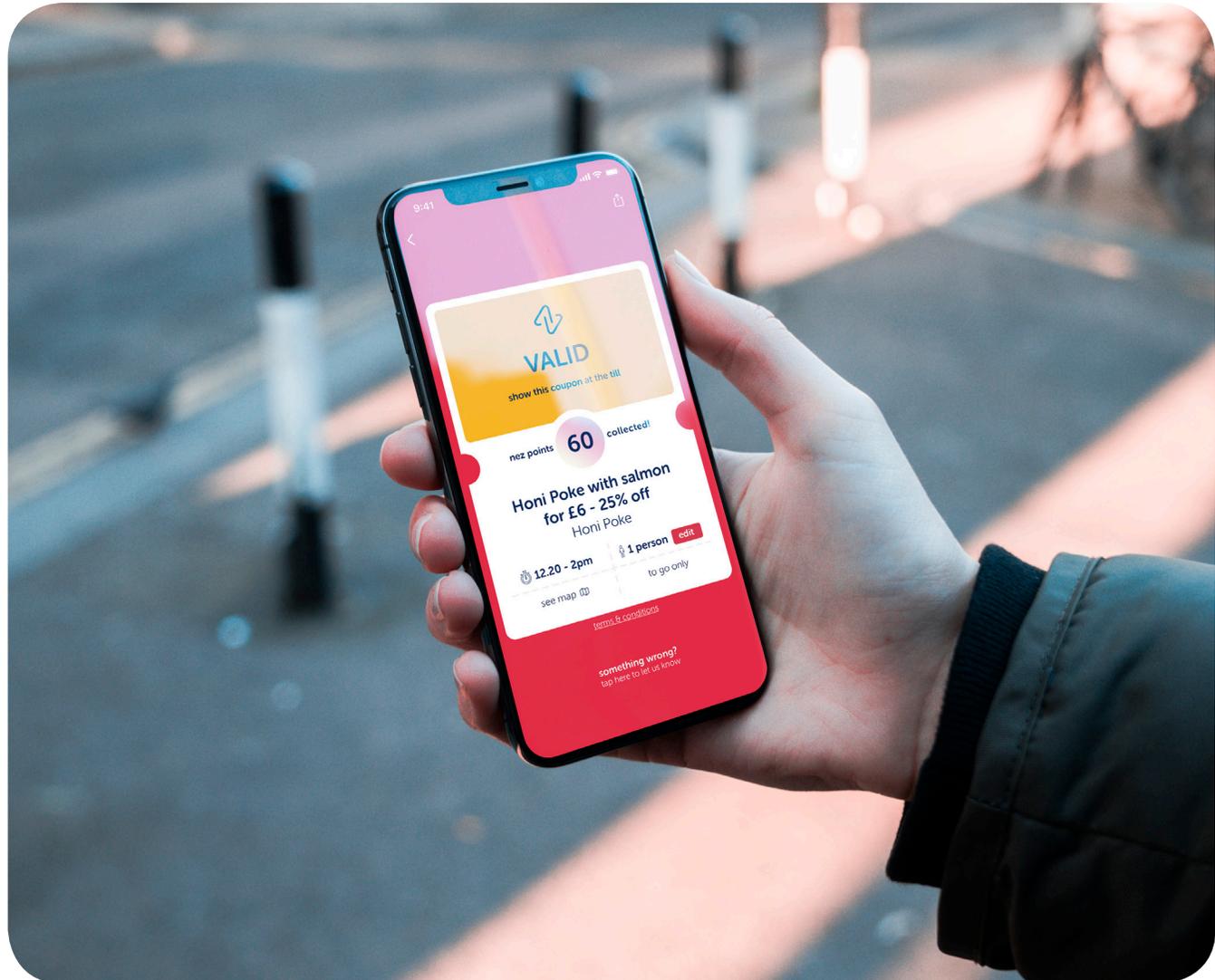


Don't place the nez blue logo on an unapproved background

photography / product

Check out our approved  
product photo library here:

[Downloadable files available here](#)



# thanks

we've provided our logo in the brand assets but contact [press@joinnez.com](mailto:press@joinnez.com) if you ever need additional content from us.

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