



## Catchy Phrases

Think of these as your first course. If you're looking for basic messaging, the following phrases can help you start spreading awareness about the Dinova program within your organization.

---

### THINK DINING, THINK DINOVA

#### Why this works/what this means:

*Chances are high that your employees are not familiar with Dinova – we're not a household name (yet), but it's much easier to have people remember 'Dinova' than it is for them to keep track of each of our 16,000+ individual restaurant locations. This short and sweet phrase establishes the connection between dining and Dinova.*

---

### SEARCH. DINE. PAY. SAVE.

#### Why this works/what this means:

*This our shorthand way of giving business diners the absolute basics on how Dinova works. They search for restaurants, using either our desktop search (<https://search.dinova.com/?>) or our mobile app (available in both the Android/Google Play store and the Apple/iTunes store). They dine at a Dinova marketplace restaurant. They pay using their corporate credit card. They save your company money.*

---

SEARCH. DINE. PAY. SAVE. EARN.

[or, alternatively]

EAT, EARN, REPEAT.

**Why these phrases work/what they mean:**

*These phrases are Dinova shorthand for business diners whose companies who are participating in the myDinova Rewards program. With myDinova Rewards, everything is the same with one additional benefit: employees have the option of registering for their own myDinova Rewards account, which earns them 1 point for every \$1 they spend on those same business dining transactions. The rewards points are theirs to keep. Points accumulate and can be redeemed for restaurant gift cards.*

---

SPEND IT LIKE IT'S YOURS.

**Why this works/what this means:**

*The Dinova program is an ideal opportunity to reinforce the idea that your employees' actions directly impact the company's bottom line – in really positive ways and on multiple levels.*

*Depending on your organizational guidelines, you may be able to combine Spend It Like It's Yours with one or more of the following complementary messages.*

**It All Adds Up:** The rebates that your dining decisions earn through Dinova help offset the cost of our company's overall T&E budget, a huge spending category that affects all departments.

**Your Dining Decisions Keep Us Balanced:** The rebates that your dining decisions earn through Dinova can help offset the cost of other expensive but popular aspects of our company's T&E program, keeping more options available.



**Your Dining Decisions Help Us Help Others:** The rebates that your dining decisions earn through Dinova help fund charitable causes that are near and dear to our company's mission.

*[And if your company is participating in the myDinova Rewards program:]*

**Your Business Dining Decisions Can Earn You Personal Rewards, Too:** Register your corporate card with the myDinova Rewards program, and you can earn personal rewards – points that add up to restaurant gift cards – on every dollar you spend on your business dining transactions in the Dinova marketplace.

---