

Several Subway franchises THROUGHOUT CHICAGOLAND

had problems with quality control, timing and consistency with their individual marketing campaigns. Outside of corporate marketing initiatives, each franchise ran separate advertising campaigns based on their own budgets and time constraints. Also, each location hosted a "Customer Appreciation Day" or "Grand Re-opening" once a year to give back to their loyal customers. However, they struggled with pulling all their efforts together.

IFS met with the Chicago area marketing manager to research the problem. We established that each franchise was using a different source to print and design their flyers and other marketing material. This method produced varied quality among each locations' campaigns, as well as increased costs. And in most cases, Subway employees would hand the coupons out themselves.

To being implementing our solution, we had our designers developed a template system for the coupon flyers. This system allowed the franchisee to choose its current coupon promotions and determine the expiration dates. They could also choose to send us a picture of their newly remodeled site or a shot of their staff to be featured prominently on the piece.

Next, we setup an order form that could be faxed or emailed directly to IFS. The franchisee could pick from pre-determined sizes and types of flyers. Then they would choose the quantity they desired and provide us with billing and shipping information. Pricing was also pre-determined through a single vendor and updated every 30 - 60 days.

Funneling these projects through a single source allowed for easier order placement, a consistent marketing message, increased quality and reduced costs. The marketing manager no longer had to stress about where and how to get new flyers. The franchisees were able to save money and produce quality pieces that increased customer traffic by an average of 8% directly to their stores. Shortly after implementing the new system, we began to handle promotional products and other forms of direct advertising for many locations as well.

