

POP Marketing Kits Deliver for National Pizza Chain



Program ensures brand consistency for Donatos

Situation

Donatos Pizza, a restaurant franchisor, has steadily expanded its national footprint to include about 160 locations from Ohio and North Carolina to Alabama and Arizona. However, fulfillment and inventory of the organization's marketing materials lacked sophistication: Local suppliers sent items to corporate headquarters, where a receptionist packaged and shipped items to individual stores. Recognizing that it had outgrown this "mom-and-pop" process, Donatos turned to Taylor Communications for help.

Solution

Building on our 25-year relationship with the client, Taylor Communications worked with Donatos to create kits for point-of-purchase (POP) marketing. Each kit contains items such as free-standing inserts, menus, posters, banners, table tents and training materials.

We also work with individual locations to create custom, on-brand materials. A Taylor Communications employee acts as

the program's sole point of contact, handling any questions or issues from both Donatos corporate and franchisees.

Outcomes

Through the program, Taylor Communications acts as a liaison to ensure that franchise owners use marketing materials that align with Donatos corporate messaging and brand. We have also been able to take on some administrative responsibilities, freeing up our client's internal resources. With one point of contact, Donatos corporate personnel and franchisees know they have a familiar, knowledgeable person available to answer questions and keep the program running smoothly.