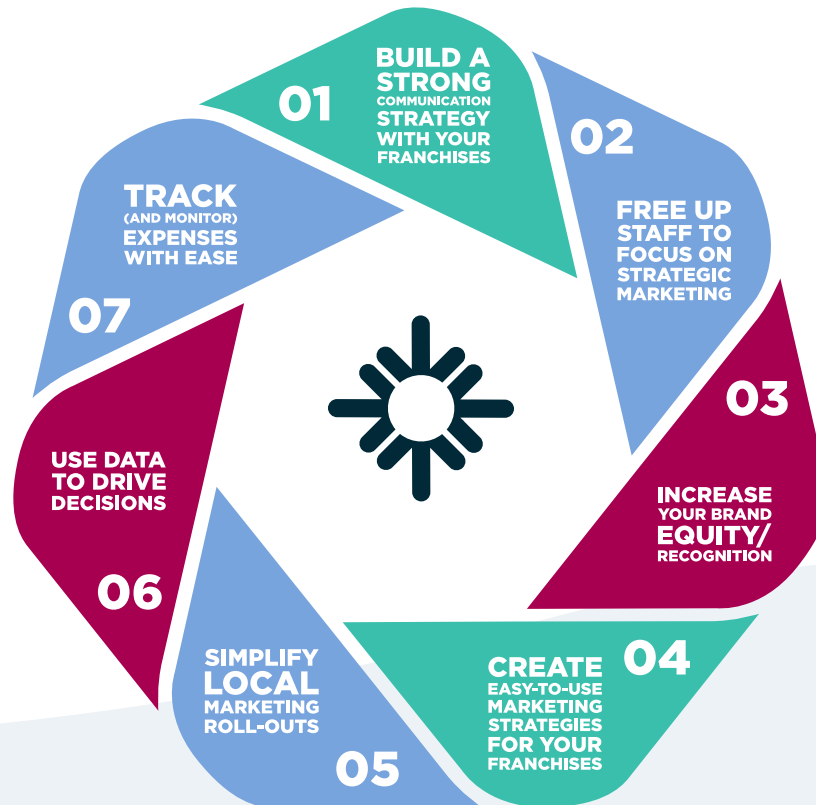


Fueling the Experience-Driven Franchise

Brand Parity & Empowered Franchises

We help leading franchises drive marketing alignment and consistency across their locations. Franchisees get access to approved marketing materials for localized campaigns, and Franchisors get simplified visibility, tracking and control over the brand, the customer experience and campaigns.



OneTouchPoint for the Franchise

1. Keep franchises aligned nationwide with a brand portal that has 24/7/365 access to approved assets, marketing plans, programs and training & operational materials.
2. Provide franchises DIY access to a pre-approved asset library so they can access, order and localize their own materials.
3. Ensure brand consistency with access to marketing programs, materials, literature on new product & services, training updates, and more.
4. Support franchises by creating national marketing campaigns they can easily localize and execute, like direct mail, store opening kits, annual campaign kits and more.
5. Manage, produce and distribute everything under one roof and simplify new store openings, launches & campaign roll-outs.
6. Monitor inventory & costs, analyze mailings and identify which marketing assets are being used (or not used), including which are the most effective by franchisee owner or location.
7. Control and monitor marketing spend—set budgets at any level & track yearly allowances, chargebacks or MDF funds.

OneTouchPoint End-to-End Services for the Franchise

OneTouchPoint can help manage the balancing act of enabling and fostering franchisee autonomy while ensuring the corporate brand maintains full control over the content, creation, production and distribution of marketing assets across locations.

Manage. Seamlessly manage your brand from a single platform.

- ✓ Anywhere, anytime access
- ✓ Brand control
- ✓ Manage digital content
- ✓ Customized access based on the end-user
- ✓ Easy access to preapproved assets & templates
- ✓ Customizable assets
- ✓ Flexible set-up & payment options
- ✓ On-demand email & downloads
- ✓ Execute & track campaigns
- ✓ Order management
- ✓ Managed services

Produce. Print everything you need from big to small, in black & white to full color, in quantities of one to millions, under one roof.

- ✓ All things print
- ✓ Grand format signage
- ✓ Custom packaging
- ✓ High quality bulk print
- ✓ Print-on-demand
- ✓ Variable data printing for localized/customized content
- ✓ No quantity minimums
- ✓ Comprehensive finishing & binding services

Distribution. Ensure shipments are properly printed, kitted/ bundled & packaged to get out the door and into consumers hands as quickly as possible.

- ✓ Mail & ship to anywhere
- ✓ Intelligent Mail barcode (IMb), NCOA Link & CASS Certifications
- ✓ EDDM/Direct Mail
- ✓ Onsite DMU (Detached Mail Unit)
- ✓ 6 climate-controlled fulfillment warehousing centers
- ✓ Comprehensive kitting capabilities

Analyze. Analyze all aspects of your business with a consolidated view of your entire marketing supply chain.

- ✓ Off-the-shelf reports
- ✓ Custom reports
- ✓ Data feeds