

# KID TO KID

Clothing Company



## ANATOMY OF THE PROJECT

Summary of things created

- Business Cards
- Frequency Cards
- Price Pads
- Check List Pads
- Hold Pads
- Tags
- Franchisee Online Ordering Portal

### CLIENT DESCRIPTION

With more than 50 retail stores across the United States, Kid to Kid is a national franchise that is a common sense kind of store for parents who know that while their kids grow quickly, paychecks don't.

Kid to Kid needed a flexible and easy-to-implement solution that provided their franchisees with customized marketing collateral and operational forms online.

Also, the franchisor needed complete control over branding and customization, while providing a complete set of marketing resources. Kid to Kid needed Alexander's Divvy solution.

### CREATIVE SOLUTION

Divvy provides the Kid to Kid franchisees with a fully customizable online management console, giving them all the tools they need to help their marketing efforts succeed. It allows their franchisors to offer customized marketing collateral and forms to their employees, franchisees and distributors. From one single location, product templates are customized, proofed, and ordered, providing the franchise outlets with personalized, on-demand products at volume pricing.

### RESULTS

Over 60 products on their customized site.

Personalized materials for each store.

Lower prices.

Higher quality offerings.

Increased business success.

Less headache and worry for the franchisors.



*"The Divvy system provided exactly what we needed: our franchisees easily customize materials online from any computer and they get it right and get it quickly."*

*-Scott Sloan  
Kid to Kid*