

SPOON ME

Dessert Company



ANATOMY OF THE PROJECT

Summary of things created

- Business Cards
- Frequent Shopper Cards
- Wall Calendars
- Branded Banners
- Franchisee Online Ordering Portal

CLIENT DESCRIPTION

Spoon Me is a delicious yogurt shop with an eco-friendly atmosphere. Everything sold by Spoon Me is bio-degradable in as little as 90 days. The spoon is even edible since it is made out of corn starch. With 13 locations already in business and dozens more in the works, Spoon Me is a rapidly growing franchise.

Spoon Me wanted each of their locations to have access to uniform marketing pieces used within the store and for promotional campaigns. They needed a quick and effortless process where products could be ordered and then shipped directly to each franchisee.

CREATIVE SOLUTION

Upon being introduced, it was quickly apparent that Divvy was the solution Spoon Me was looking for. Divvy's unique and state-of-the-art automated print management online portal seamlessly integrated with the current Spoon Me website. Franchisees from any location are able to log on and order products such as banners, signs and business cards. The products are then customized, printed and shipped. All orders are tracked with real-time reports, which can be checked 24 hours a day, 7 days a week.

RESULTS

Quick delivery and direct shipment of all marketing materials to the franchisee locations.

Complete customization of all products.

Up-to-date marketing materials available at the click of a button for all promotions.

Improved brand integrity.

SpoonMe

March '12
SpoonMe, my name is

Sun	Mon	Tue	Wed	Thur	Fri	Sat
				Joanie 1	Shariotte 2	Lillie 3
Luke 4	Alex 5	Matt DBL Punch Day 6	Rhiannon 7	Harrison 8	Miranda 9	Bryce 10
Aenee 11	Deborah 12	Mark DBL Punch Day 13	Cody 14	Ashlynn 15	Aegina 16	Cliff 17
Caroline 18	Sherri 19	April DBL Punch Day 20	Brian 21	Deena 22	Tara 23	Stockton 24
Lucy 25	Brian 26	Michelle DBL Punch Day 27	Alexa 28	Mia 29	Payton 30	Shelly 31

2 for 1 Spoon on the day that belongs to you!
* Buy one get one of equal or less value FREE. Must show ID.
 Get daily updates on names through Facebook/Twitter
 (twitter.com/spoonme)
 Tuesdays are Double Punch Days!



Tue	Wed	Thur
		Joanie 1
Matt DBL Punch Day 6	Rhiannon 7	Harrison 8
Mark DBL Punch Day 13	Cody 14	Ashlynn 15
April Punch Day 20	Brian 21	Deena 22

“Our franchisees know that we have a reliable partner who delivers high quality marketing materials to them on time and for a reasonable price. The Divvy system has helped us maintain brand integrity and ensure that all of our stores are carrying the most recent collateral and promotions. We know that we can count on Alexander’s to be there when we need them. They are tremendous partners who we count on.”

*—Christian Faulconer
 CEO
 Franchise Foundry*

SpoonMe
 NICK
 MANAGER
 (818) 534-6981
 9301 Tampa Ave.
 #29A
 Northridge, Ca. 91324
 www.spoonme.com

If you Love Me
 SpoonMe.
 Spoon 10 times and the 11th is on us!