

TCBY

Dessert Company



ANATOMY OF THE PROJECT

Summary of things created

- Business Cards
- Display Flavor Strips
- Personal Flavor Labels
- Food Fact Poster
- Hanging Promo Signs
- Coupons
- Branded Transparent Adhesives
- Promo Posters
- Wallpaper
- Customization of Materials
- Franchisee Online Ordering Portal

CLIENT DESCRIPTION

TCBY opened the country's first frozen yogurt shop and quickly realized it had a unique product people were craving. The following year, they started offering franchise opportunities. TCBY has since grown to more than 450 stores nationwide.

With so many stores, TCBY was finding it hard to keep track of marketing and promotional needs for all their shops. They didn't know who was doing what, or if the look and feel of everything was staying uniform for all promotions.

CREATIVE SOLUTION

TCBY needed a solution that went above and beyond, one that could transform their stores, flavor levels, wallpaper, signage—everything had to be customized but still maintain the same look and feel across all TCBY locations. Brand integrity was key. Each TCBY store provides visitors with a unique experience. The colors, the atmosphere—it's all fun, friendly and welcoming. Each franchisee is able to login to the Alexander's Divvy website to customize and order promotional materials. It's quick and easy, and everything from grand openings to new product launches run smoothly.

RESULTS

A virtual support team that ensures materials are printed and delivered on time.

Hundreds of products to choose from with the click of a mouse.

Online, real-time access to reporting.

Positive feedback from franchisees.



tcbv the country's best yogurt®



TCBY	Calories (kcal)	Fat (g)	Carbohydrat	Diet
Golden Vanilla 98% Fat Free	120	2	23	3
Chocolate 98% Fat Free	110	1.5	23	3
White Chocolate Mousse 98% Fat Free	120	2	23	3
Strawberry 98% Fat Free	110	2	23	3
Old Fashioned Vanilla Fat Free	110	0	23	3
Peanut Butter 98% Fat Free	130	2	23	3
NSA Chocolate Fat Free	70	0	26	3
NSA Vanilla Fat Free	80	0	21	6
Classic Tart Fat Free	90	0	21	4
Orange Sorbet Non-Fat, Non-Dairy	100	0	21	2
		25	0	0

"It's great to work with a team we can trust, people who will do the job and do it well. Alexander's is a great partner. On behalf of the entire TCBY team, thank you for your attention to detail and focused, easy going help on each of our projects."

*-Amy Smith
Assistant Brand Manager
TCBY*

