

# BaseCamp Franchising *National Franchise Company*



## ANATOMY OF THE PROJECT

*Summary of things created*

- Store Signage
- Business Cards
- Gift Cards
- Price Pads
- Checklist Pads
- Hold Pads
- Tags
- Franchisee Online Ordering Portal

### CLIENT DESCRIPTION

BaseCamp Franchising is a national franchise company that offers two upscale resale clothing brands: Kid to Kid and Uptown Cheapskate. Kid to Kid started in 1992, and now has over 105 units in the U.S. and Europe. Uptown Cheapskate started in 2009 and has 40 locations in 17 states.

BaseCamp Franchising 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.

### CREATIVE SOLUTION

Divvy by Alexander's provides the Kid to Kid and Uptown Cheapskate franchises with a customized white-label website for franchisees to order all marketing collateral. From a 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 franchisors.



UPTOWN  
CHEAPSKATE

**Kid to Kid**



*"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  
CEO  
Uptown Cheapskate*