COSTA VIDA *Restaurant Company*

ANATOMY OF **THE PROJECT**

Summary of things created

- *Adhesive Menu Panels*
- *Direct Mail Postcards*
- *Ad Slick Inserts*
- *Table Top Displays*
- *Adhesive Promo Posters*
- *Branded Banners*
- *Franchisee Online Ordering Portal*

CLIENT DESCRIPTION

One of the nation's fastest growing quick casual dining concepts, Costa Vida has more than 43 locations countrywide.

Costa Vida needed a way for franchisees to be able to quickly and efficiently order marketing materials. Without a lot of effort on Costa Vida's part or their franchisees, a process needed to be set up so that everything could be branded and shipped out quickly.

CREATIVE SOLUTION

Costa Vida was introduced to Divvy by Alexander's. Using Divvy's state-of-the-art Web-to-Print online solutions, Costa Vida franchisees are able to log on to quickly order any materials they need, such as banners, signs and business cards. They are then able to get their materials customized, printed and shipped directly to them. For the franchisor there will be less headache, fewer mistakes, bigger bottom line and real-time tracking results.

RESULTS

A website that fits seamlessly into Costa Vida's current system.

Online Web portal with all branded marketing materials available at the click of a button.

Real-time automation and tracking.

Brand integrity stays intact because all pieces are branded the same.

"Over the course of just a few months, we worked closely with Alexander's to develop and launch a terrific Costa Vida online materials store. We are also fulfilling our regular system-wide marketing materials through Alexander's. The website fits seamlessly into our franchise system. Printing and shipping of our materials has been efficient, accurate and swift. I recommend Alexander's wholeheartedly!"

–Brian Dixon
Brand Marketing Director
Costa Vida