

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.

