CampaignDrive
Powers Melting Pot
Menus & Marketing
Materials





## Franchisee Freedom In A Beautiful Brand Framework.

The Melting Pot operates more than 90 restaurants, and delivers superb marketing support to franchisees through the headquarters-based Restaurant Support Center.

Given the brand's emphasis on creating memorable moments for guests, there has always been a heavy focus on the unique details that each location layer onto the Melting Pot experience.

To capture that individuality within brand voice, the Melting Pot needed a system that offered greater design flexibility at the local level, and more advanced product management features for the HQ team to produce the localized menus and marketing materials.



The CampaignDrive tool has been a great success with our franchisees from day one. And for the team at HQ, the template install tools have been great.

## **Mark Newlin**

Manager of Marketing Technology FrontBurner Brands

## Start with Flexible Templates and Customize with Local Promotions

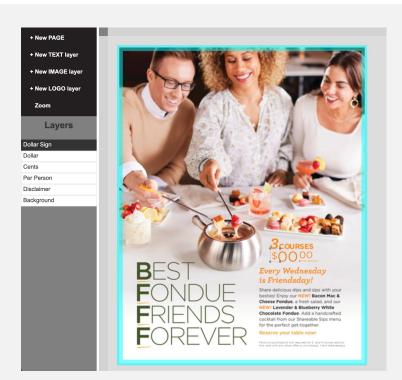




## **Superb Templates in Minutes**

The design experts at the Melting Pot's Restaurant Support Center work in a hive of productivity, generating seasonal and event specific creative with enormous breadth of brand voice and visual complexity.

The team takes advantage of the system's InDesign Import capability to make the transition from finished comp to active template—often in a matter of minutes.



To learn more about the CampaignDrive brand-to-local platform, visit www.picag.com