



Melting Pot Restaurant Support Center and Franchisees Love CampaignDrive



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.



The CampaignDrive tool is 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 beautiful. Then, make it better.

Note the way the graphics are positioned around the fondue pot. **Locked by the brand; loved by the franchisees.**

The brand designers choose from dozens of different typefaces to keep their special events fresh. Franchisees don't even have to think about it.

Contact details, pricing and legal are always perfectly managed, and perfectly scaled.

The Melting Pot logo always gets the correct amount of white space.

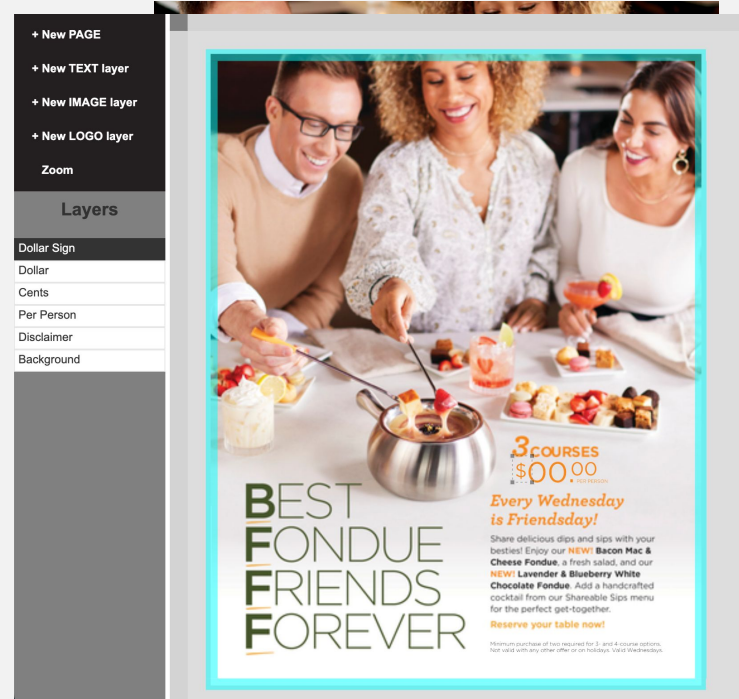


Every franchisee has their own favorite partners. Everyone looks great, with full transparency and resizing support.

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.pica9.com**