



# Melting Pot Restaurant Support Center and Franchisees Love Campaign Drive



## 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.

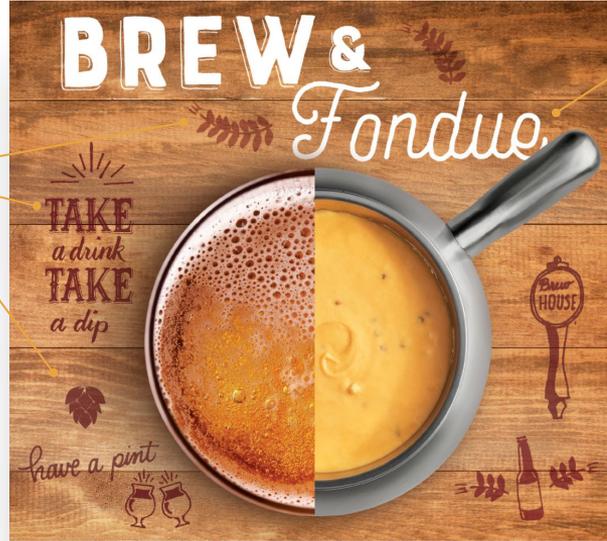
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**Mark Newlin**

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.

XX COURSES STARTING AT  
**\$XXXX**  
PER PERSON

4014 Townsair Way  
Easton Town Center  
Columbus, OH  
614-476-5500

**JOIN US WEDNESDAY, MAY 10**  
Gather your friends and join us for our signature Brew & Fondue event. XX courses are each paired with an expertly selected craft beer to complement our hand-crafted menu. Discover these delicious duos for just \$XX per person.

**PARTNER LOGO PLACEHOLDER**  
Submit a URL request to have one here!

**Melting Pot**

MELTINGPOT.COM. THE MELTING POT LOCATIONS ARE LOCALLY OWNED AND OPERATED. RESERVATIONS RECOMMENDED.  
Offer is valid at this location only. All menu items are priced and portioned per person. Tax and gratuity not included.  
Not valid with any other promotional offer, discount or dip certificate. See store for details or restrictions.

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.

+ New PAGE  
+ New TEXT layer  
+ New IMAGE layer  
+ New LOGO layer  
Zoom  
Layers

Dollar Sign  
Dollar  
Cents  
Per Person  
Disclaimer  
Background

**3 COURSES**  
**\$00.00**

**BEST FONDUE FRIENDS FOREVER**

**Every Wednesday is Friendsday!**

Share delicious dips and sips with your besties! Enjoy our **NEW! Bacon Mac & Cheese Fondue**, a fresh salad, and our **NEW! Lavender & Blueberry White Chocolate Fondue**. Add a handcrafted cocktail from our Shareable Sips menu for the perfect get-together.

**Reserve your table now!**

Minimum purchase of \$50 required for 3- and 4-course options. Not valid with any other offer or discount. \*TAXES INCLUDED.

To learn more about the  
CampaignDrive brand-to-local  
platform, **visit [www.pica9.com](http://www.pica9.com)**