



**Frontburner Brands Switches to Campaign Drive and Wins 100% Adoption in 30 Days**



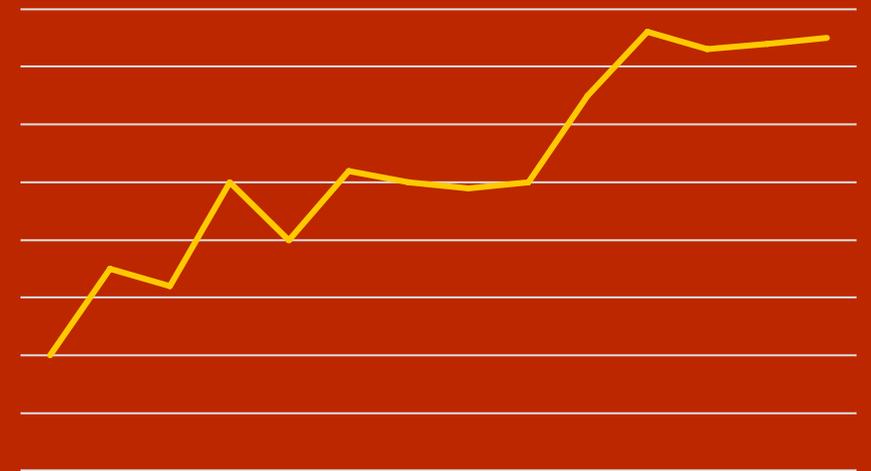
# **Franchisee Freedom. In A Beautiful Brand Framework.**

**As the #1 Casual Dining Brand of 2015, The Melting Pot operates more than 125 restaurants in six countries, 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 layers onto the Melting Pot experience. To capture that individuality within brand voice, The Melting Pot needed a local marketing system that offered greater design flexibility at the local level, and more advanced product management features for the HQ team.**

**The search led them to CampaignDrive, and since the launch in 2012, there's been no looking back.**

**“ The CampaignDrive tool is incredible. Our franchisees have been ecstatic with it since day one. And for the team at HQ? The admin tools are a dream!**



*Mark Newlin  
Programmer/Analyst  
Frontburner Brands*



# Start with beautiful. Then, make it better.

(Just one of more than 200 brand-defined designs)

Note the way that ampersand tucks a little tighter to the word fondue. Locked by the brand; loved by the franchisees.

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

*Wine & Fondue*

*A couple that has stood the test of time. But won't last the dinner.*

**FRANCIS FORD COPPOLA**  
WINERY

*The Melting Pot*  
a fondue restaurant

**\$39.99\*** per person

*Thursday, October 18*

Join us on a culinary journey. We have expertly paired a four-course fondue dinner with California wines from Francis Ford Coppola's Diamond Collection. Experience Garlic and Herb Cheddar Cheese Fondue complemented by Diamond Collection Chardonnay, Strawberry Almond Salad paired with Diamond Collection Sauvignon Blanc, a special fondue entrée complemented by Diamond Collection Claret and Dark Chocolate Raspberry Fondue paired with Diamond Collection Cabernet Sauvignon.

RESERVATIONS RECOMMENDED • (484) 241-4939 • 1 EAST BROAD STREET, BETHLEHEM, PA 18018 • MELTINGPOT.COM

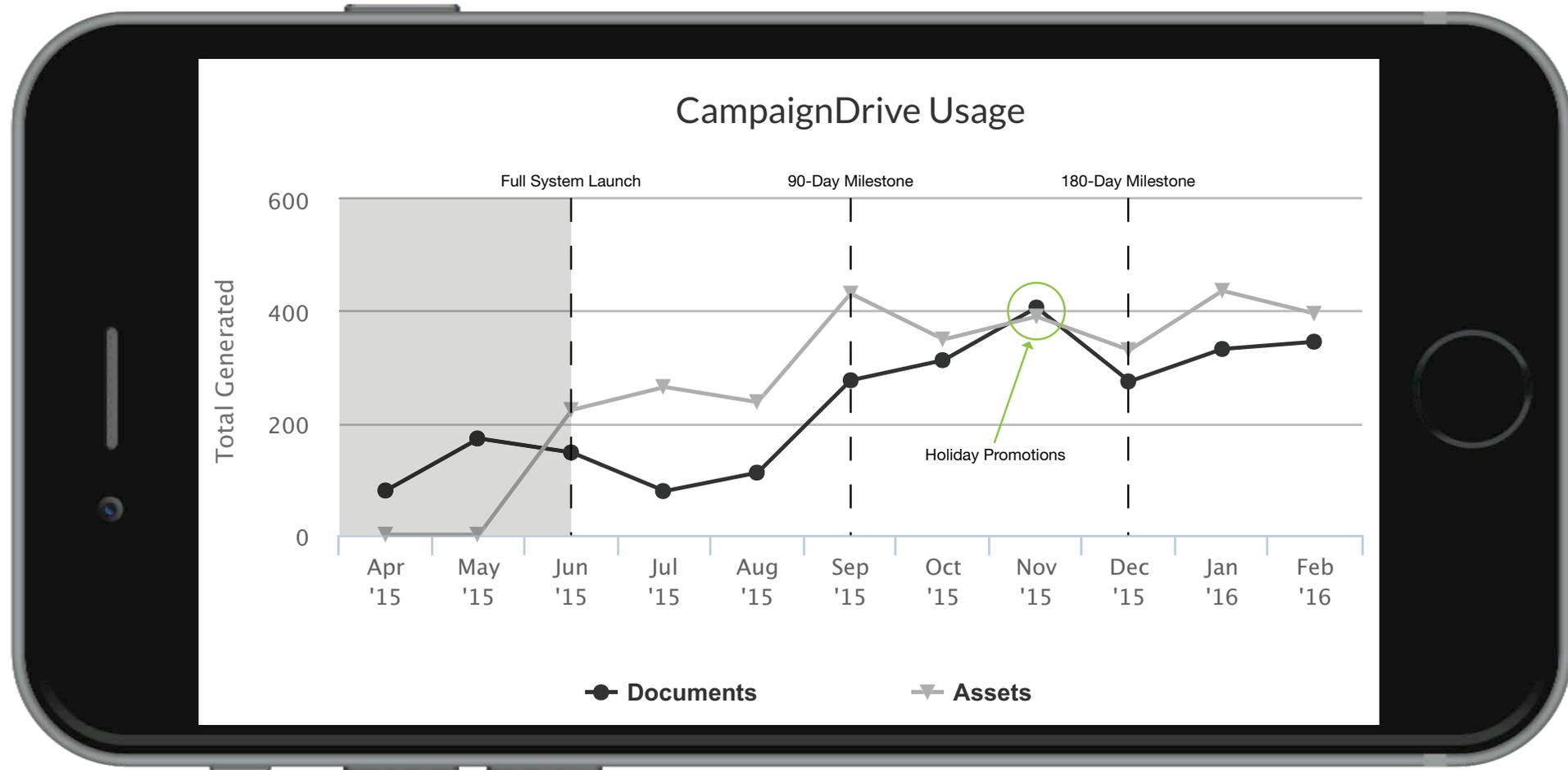
\*Some restrictions apply. Tax and gratuity not included. Valid at The Melting Pot of X only. Not valid with any other promotional offer, discount or dip certificate. Substitutions may be available. See store for details or restrictions.

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

Every menu at a Melting Pot location is a work of art. And in this template, they look the part.

Contact details are always perfectly managed, and perfectly scaled. That goes for the legal too.

# Full Brand Adoption Within 90 Days.



**Within 30 days of the system's launch, more than 98% of the franchisee locations had logged-in to customize or download marketing assets**

# Superb Templates. In Minutes.

The graphic design department at the Melting Pot's Restaurant Support Center is a hive of productivity, generating seasonal and event-specific creative with enormous breadth of brand voice and visual complexity. In the course of the first year, the team installed more than 500 templates on the CampaignDrive system, taking advantage of the system's InDesign Import capability to make the transition from finished comp to active template – often in a matter of minutes.

2" x 3.5"

THE PERFECT PAIR

**BREW & fondue**

FOUR COURSES PERFECTLY  
PAIRED WITH FOUR CRAFT BEERS

AUG. 1 AUG. 8  
FOR ONLY \$39 PER PERSON

The Melting Pot.  
a fondue restaurant

RESERVATIONS RECOMMENDED | MELTINGPOT.COM  
(480) 704-9206 | AHWATUKEE

\*See store for details or restrictions.

5.5" x 3.5"

The Melting Pot.  
a fondue restaurant

SAMUEL ADAMS

KEE, AZ 85044 | MELTINGPOT.COM

ly. Not valid with any other promotional offer,  
etails or restrictions.

CampaignDrive by Pica9 is the local marketing toolkit for multi-location brands. Every day, our system helps support the marketing efforts of thousands of local marketers in print, digital and social media.

To learn more, visit [pica9.com](http://pica9.com)

For a **hands-on trial**, visit [testdrive.pica9.com](http://testdrive.pica9.com)

For a **live demo**, email [marketing@pica9.com](mailto:marketing@pica9.com)