

# 4 reasons to *centralize your franchise brand marketing today*

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# As franchise owners and marketers know, the nature of the franchise business model poses many marketing challenges.

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Since locations and teams are geographically spread out, distributed marketers and franchisees can have a tougher time aligning their branding and marketing — whether that's using the same brand voice, or staying within visual guidelines.

But, this unique structure gives franchise businesses an equally unique opportunity: Widespread locations, cultures, and communities allow for teams to stretch beyond traditional borders and create a brand voice that has a far-reaching impact. By centralizing your efforts into a unified creative hub, you can support your teams in building a brand that's stronger and more consistent than ever.

In this white paper, we're highlighting four essential reasons to unify your franchise marketing efforts today.



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# 01

## You will build and scale a lasting brand

A centralized approach is essential for building a franchise brand that's both strong and scalable. With the right framework in place, a franchise can go from regional to national to global, seamlessly, all while amplifying the same unified brand identity.

Entrepreneur magazine's fastest-growing franchises do this well. Holding the No. 4 spot in 2020, the Cruise Planners travel agency offers centralized marketing support that runs everything from social media and email marketing to SEO support and web development.





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Franchisees also have access to design credits, marketing assets, and ad templates, as well as support for national and regional media exposure. Owners can also take advantage of a branded mobile app that streamlines booking and enables an omnichannel experience.<sup>1</sup>

National franchise leaders are empowered to “think globally,” knowing new and established teams are well-equipped to “act locally” with these on-brand resources at their fingertips. In this way, unifying your franchise marketing efforts can support scalability and longevity.

<sup>1</sup> [Entrepreneur — 2020 fastest-growing franchises ranking; Cruise Planners franchise information](#)





## CASE STUDY

# Honeymoon Dessert

Since opening its first store in 1995, Honeymoon Dessert has become one of the most loved dessert establishments across China. In 25 years, the sweet-treat giant has quickly grown to 500 stores and 7,000 employees. The company quickly scales with one mission in mind: To create happy, sugar-filled memories.

“Our brand vision is to create memories of happiness for every customer through consistently high-quality products, a great in-store experience, and engaging marketing that highlight the delicious product offering,” says Mark Pan, the CEO of Honeymoon Dessert. <sup>2</sup>

With a high frequency of new product launches, distributed stores across China, a rapidly growing team, and a big mission to grow, the Honeymoon Dessert team needed to find a way to empower store owners and new team members to move fast and create localized storefront and marketing materials at scale.



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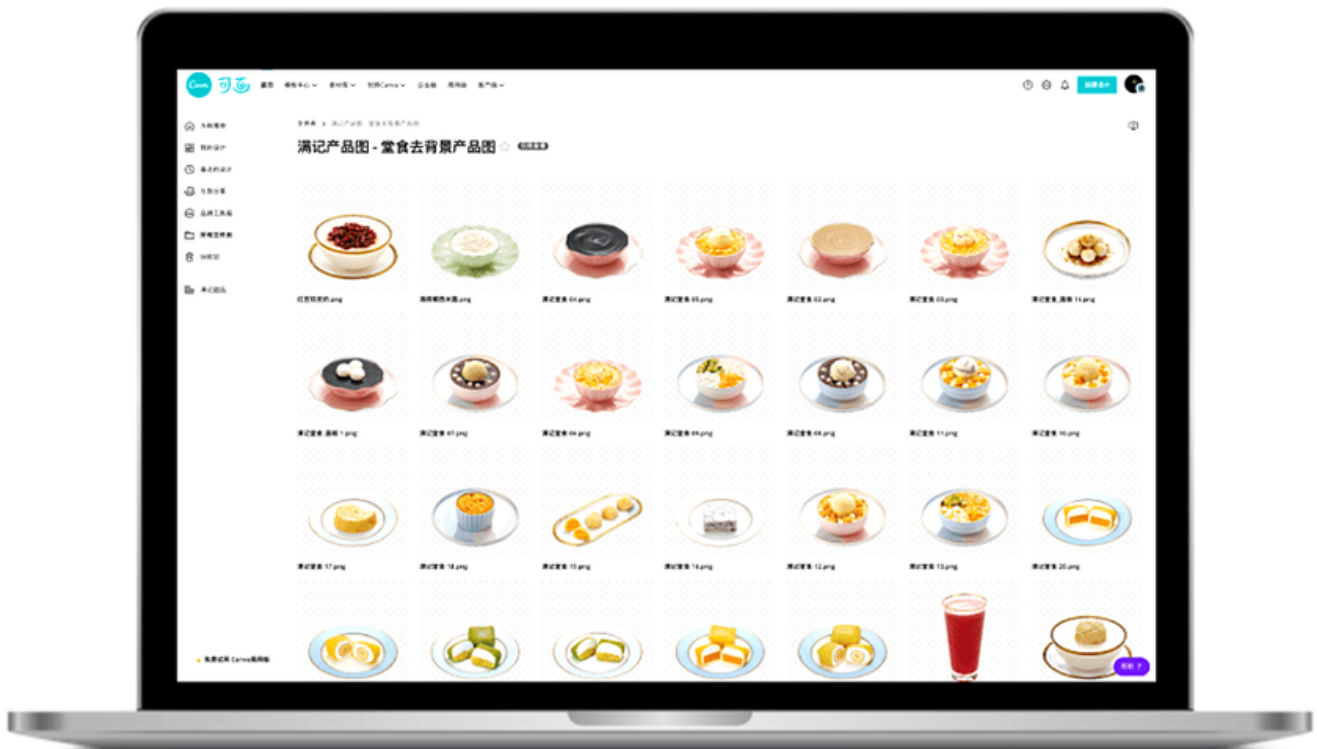
## CASE STUDY

# Honeymoon Dessert

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Honeymoon Dessert established a centralized Brand Kit that all team members can use in their designs. They added brand colors, logos, and fonts for easy access, and used Canva Folders to store all product images that are cropped with the same margins. This made it easy for anyone to drag and drop the elements needed into any design and ensure the proportions of each dessert look consistent.

Creating Templates has also proven to be a huge time saver for teams. The most-used designs have been turned into Templates, so their teams can create assets like a store opening poster, menus, combo deals, and specials, much faster.



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# 02

## You will give teams freedom within a framework

Centralizing your franchise marketing can support brand understanding and alignment across distributed teams. This is true whether you're collaborating with in-house creatives and marketers or external agencies. Constraints can seem like the last thing you'd want for a creative project, but they're actually beneficial when it comes to doing great work — a trick that even Ernest Hemingway used in his writing.<sup>3</sup>

<sup>3</sup> Fast Company — Proof that constraints can actually make you more creative



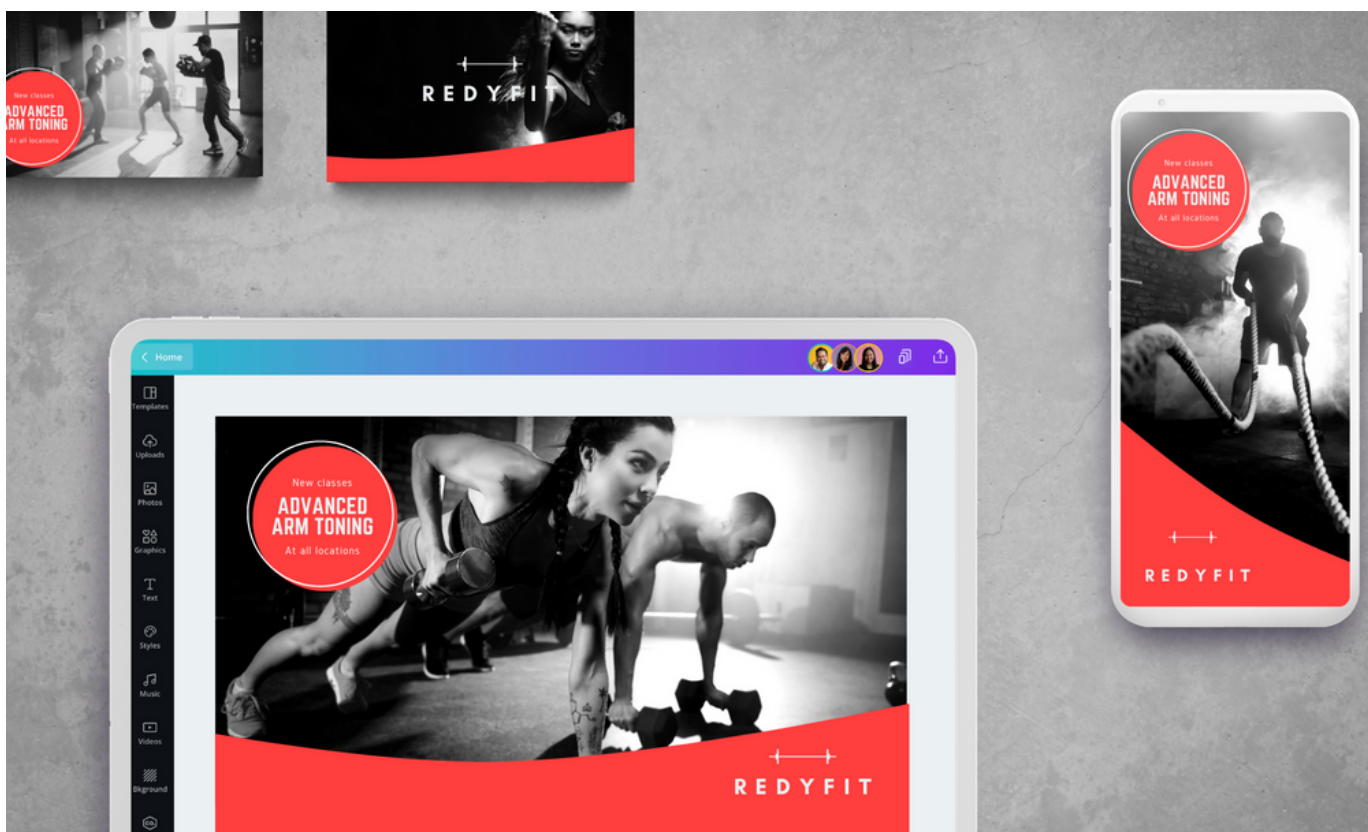


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In either case, when you provide each franchisee and marketing team with approved images, templates, illustrations, logos, colors, and brand messages, they'll have the necessary freedom to produce and promote brand-aligned collateral and keep growing the business. Importantly, this freedom-within-a-framework strategy ensures all marketing messages stay within branding boundaries that work for the franchise as a whole.

With access to centralized resources, tools, and collaborative workflows, local franchisees are empowered to confidently communicate the right brand messages. When they can easily turn to the franchise's creative hub for ready-to-go resources, they'll experience a quicker time to market with localized and timely marketing messages.

This allows for fast, responsive marketing rather than a one-size-fits-all approach that can fall flat with local audiences. And there can be major advantages to giving teams the freedom to make quick appeals to niche audiences, as we learned in *8 shifts shaping the franchise marketing of tomorrow.*



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Just take the success of Oreo's now-iconic Super Bowl tweet. After the lights went out at the stadium in 2013, the cookie brand pushed out an advertisement that quipped, "You can still dunk in the dark."

According to Wired, the brand "had copywriters, a strategist, and artists ready to react to any situation in 10 minutes or less."<sup>4</sup> This nimble team managed to get tens of thousands of people talking about Oreo during the biggest sporting event of the year — a reflection of the impact empowered teams have when they are able to move quickly, without compromising on quality.

<sup>4</sup> Wired — How Oreo won the marketing Super Bowl with a timely blackout ad on Twitter



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# 03

## You will protect your brand image

Your franchise brand is what other people think of your company — and more specifically, it's what people think of each local franchise location. As one Forbes contributor puts it, “Your franchisees ARE your brand.”<sup>5</sup>

<sup>5</sup> [Forbes — Your franchisees ARE your brand](#)





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By taking a centralized approach to marketing and branding, franchises can ensure local teams lead with the brand's core values and are equipped to produce compelling marketing materials that build the brand's reputation. This helps avoid marketing mishaps and compliance issues across all channels.

When social media teams are aligned as well — from the primary channel for customer service to smaller, local accounts — it can have big improvements on the customer experience. This, by extension, helps boost the franchise's brand reputation overall.

Franchising.com cites the example of a local fast-food employee who posted a photo of an unsanitary prank. The franchise's overall sales growth was cut in half after the ensuing media attention and investigation.

"By not claiming local (social media and online business) profiles, not responding to feedback in a timely manner, and not controlling their local messaging, (franchise) businesses are putting their reputations on the line — which can spell a major crisis for their bottom line."<sup>6</sup>

<sup>6</sup> [Franchising.com — Why your local reputation is your biggest potential brand crisis](#)





But for every cautionary tale and brand crisis, there are countless other unspoken success stories of brands that got it right, thanks to unified marketing controls.

For instance, the Dunkin' coffee franchise boasts 98% brand recognition and millions of loyalty program members.<sup>7</sup> Its ability to leverage national appeal using memorable messages like “America runs on Dunkin'” — along with the local edge each franchisee brings — has helped make it what one Forbes contributor calls “a case study in brand relevance success.”<sup>8</sup>

When franchise marketers have a centralized marketing framework and strategy to follow, they can turn ideas into brand-aligned messages that shape the purchase behaviors of audiences near and far.

<sup>7</sup> QSR Magazine — Dunkin' brands

<sup>8</sup> Forbes — Time to make the donuts: How the Dunkin' Donuts brand stays relevant



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# 04

## You can integrate business tools and workflows

With fragmented marketing efforts, a franchisor won't have easy access to the tools they need. Siloed legacy solutions and lengthy approval processes between marketers, agency partners, and the head office can create process delays, bottlenecks, and ultimately, lost opportunities.

Taking a fresh look at the decentralized systems that may be slowing down your franchise marketing efforts can help you spot opportunities to optimize your workflows and integrate new tools with existing ones.





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Busy franchise owners and marketers know there's value in having marketing tools that seamlessly integrate with your existing workflows — saving time and energy and supporting better collaboration and outcomes.

Using tools like Canva's Content Planner, you can instantly export designs as scheduled social media posts across your business accounts. Plus, a glance at our app directory shows that Canva can connect with everything from Giphy and Google Drive to Dropbox and HubSpot.



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## What will your creative hub look like?

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Centralization can be a winning strategy for franchise marketers in 2021 and beyond. In fact, in our continuously globalized and fast-paced ecosystem, it's the only way forward. Centralization is the antidote to scattered, redundant, or conflicting branding efforts and a way to protect and promote the franchise's brand across all regions.

Beyond supporting brand awareness, centralizing your franchise marketing efforts can strengthen brand resonance, encourage conversions, and inspire customer loyalty.

If you're looking for a more efficient and effective way to market your franchise business, think about uniting siloed systems and isolated teams by building a creative hub the entire brand can benefit from. To learn more about how Canva can help power your centralized brand efforts, contact our sales team today.





Ready to find out how Canva  
can support your franchise  
business? Connect with our sales  
team to learn more.

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