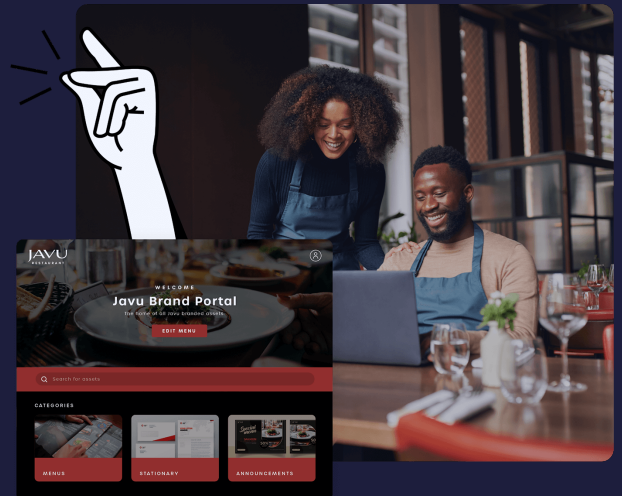


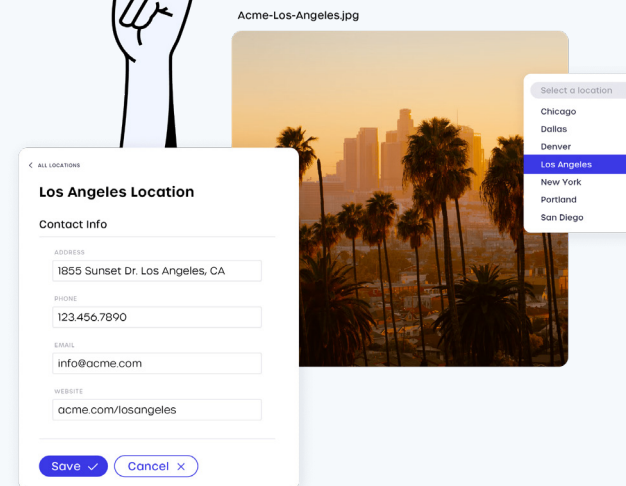
Transform Your Food & Beverage Brand with MarcomCentral: The Distributed Marketing Solution



Centralized Control for Consistent Brand Messaging Across All Locations

In the highly competitive food and beverage industry, brand consistency is key to building trust and loyalty with your customers. MarcomCentral's distributed marketing platform empowers your franchisees, distributors, and retail partners to create localized, compliant marketing materials while maintaining full control over your brand. Key benefits include:

- » **Centralized Brand Hub:** Ensure that all marketing assets—from menus and promotional materials to in-store signage—are always brand-compliant, current, and easily accessible for your teams.
- » **Customizable Templates:** Offer pre-approved, customizable templates that allow your locations to adapt to local markets while ensuring consistency in brand voice and design.
- » **Ecommerce Storefront:** Franchisees and partners can easily access, customize, and order marketing materials directly from a self-service, on-demand storefront, making it simple to keep their marketing fresh and on-brand.



Streamline Your Marketing and Production Workflow

MarcomCentral integrates seamlessly with your existing print and fulfillment systems to streamline the entire process, from marketing asset creation to production and distribution:

- » **Automated Ordering & Fulfillment:** Once local teams customize their marketing assets, orders flow automatically into your print production system for immediate fulfillment, reducing manual steps and speeding up the process.
- » **Real-Time Updates:** Ensure all locations have access to the most up-to-date marketing materials. With real-time updates, you can launch new promotions or adjust menus across all locations instantly.
- » **Inventory Management:** Manage and track marketing material inventory to ensure that all locations have what they need without overstocking, reducing waste and controlling costs.

Drive Efficiency, Compliance, and Profitability

MarcomCentral's platform helps food and beverage brands operate more efficiently while protecting profit margins and ensuring marketing compliance:

- » **Eliminate Manual Processes:** Automate the ordering and fulfillment of branded marketing materials, reducing the need for manual re-keying and eliminating costly errors.
- » **Increase Speed to Market:** Quickly respond to changing market trends or seasonal promotions by allowing local teams to customize and order materials without waiting on central approvals.
- » **Control Costs:** With automated workflows and centralized asset management, you can reduce production costs and waste, while maintaining the flexibility needed to meet local marketing demands.



Boost Local Marketing Effectiveness with Personalization

MarcomCentral allows your food and beverage locations to customize and personalize marketing assets to better resonate with local audiences, driving foot traffic and increasing sales:

- » **Localized Marketing:** Franchisees and distributors can tailor their marketing materials to local tastes and preferences, ensuring promotions and messages resonate with regional customers.
- » **Personalized Promotions:** Allow locations to add localized offers or promotions to corporate-approved designs, providing flexibility without compromising your brand guidelines.
- » **Analytics & Reporting:** Track the effectiveness of your marketing materials with built-in analytics, helping you understand which assets are driving sales and where adjustments are needed.



Ready to Elevate Your Food & Beverage Marketing?

Discover how MarcomCentral can help you streamline operations, maintain brand consistency, and empower local teams to create effective marketing materials. Contact us today to learn more or schedule a demo.

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