

SERIGRAPH BUILDS BRANDS

Creative solutions to
universal problems

“ [Serigraph] provides a complete solution for us. ”

- Corporate Marketing Lead
Fast Casual

CHALLENGE:

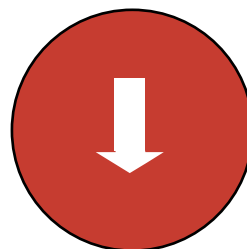
Regional Restaurant Franchise support team needed to drive new and return visits to stores without raising costs for owners:

- Market competition
- Frequent product launches
- Aggressive growth goals-overall and same-store

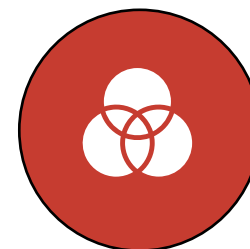
SOLUTION:

Serigraph recommended enhanced creative effects and material substitutions. Serigraph, provided a simple clean UX for ecommerce ordering and store profile management while dedicating an account team to maintaining order.

RESULTS:



REDUCTION
IN COST



BRAND
CONSISTENCY



INCREASED SPEED
TO MARKET

- Drove 10% increase in promotion participation
- Saved over \$60K in material costs
- Reduced time to market by 3 weeks
- Increased specialty and beverage sales