



# Domino's®

## Customer Story

Boosting local presence  
and activating  
franchisees

A background image showing several pizzas on wooden boards, garnished with various toppings like mushrooms, tomatoes, and green onions. There are also fresh green and red chili peppers scattered on a wooden surface.

**MarVIA**

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# About Domino's Pizza

## A market-leading franchise formula

Domino's Pizza is the world's largest pizza delivery and takeaway company and can also call itself the market leader in the Netherlands. Founded in 1960, Domino's has grown to be one of the biggest names in pizza worldwide with over 17.000 stores.

## An ambitious pizza chain

Domino's Pizza currently has over 300 stores in the Netherlands, and has the ambition to expand their network to at least 350 franchise locations.

Internationally, Domino's is active in over 90 markets and continues to expand its reach.

## In short

Domino's Pizza is a large, international franchise chain with over 17.000 locations in over 90 countries. The chain has over 300 stores in the Netherlands, and has the ambition to grow to at least 350.

**Sector:** Food Franchise

**Marvia user since:** 2015

**Products:** DAM, Dynamic Templates, and Brand Guidelines

**Add-ons:** Local Distribution incl. (Paid) Social, OOH, & Direct Mail



# Situation

In a competitive landscape, Domino's prioritizes empowering and supporting franchisee marketing efforts.

Domino's understands the importance of striking **a balance between national and local marketing campaigns**. The brand provides its location with ready-to-use materials such as posters, while encouraging franchisees to create their own content.

However, franchisees are often busy and may lack necessary skills to do so, giving HQ **a lot of requests for customized content**.

As the brand continues to expand, the need for a centralized system to amplify local presence becomes increasingly apparent.



# Challenges

Before Domino's used Marvia, it had the following challenges:

- Activating franchisees to get started with suitable marketing materials and campaigns was a struggle.
- Franchisees spent **a lot of time creating** their **marketing materials**, so there was little initiative to do so.
- **Managing** central and local marketing **costs/budget** was **complex** and unclear.
- There was no central asset storage system with approved photo's, video's, and other branded matter.



# Wishes

- General** A Brand Portal that is designed according to Domino's Pizza's **brand identity**.
- Brand Portal** The portal needs to function as **a central location** for all matters related to marketing.
- Brand Guidelines** Materials needs to be created within the **brand identity guidelines**.
- Franchisees** Franchisees need to be able to indicate if they want to **participate in a marketing campaign** and to what extend.
- Distribution** It needs to be possible to **directly distribute** from the tool to Social Media, Out-of-Home, and Direct Mail on a local level.
- Budget** **Insight into budgets and costs** of the funds deployed by the franchise.
- Scalable** To support future expansion, the solution needs to be **scalable and internationally viable**.



# Solution

A user-friendly **Brand Portal** that meets Domino's wishes thanks to:

- **Dynamic Templates**  
Templates make it possible for franchisees to easily create print and digital materials within the brand identity.
- **Digital Asset Management (DAM)**  
All branding and marketing materials are centralized, making it easy and always accessible to all franchisees.
- **Digital Brand Guidelines**  
Brand Guidelines ensure that Domino's brand identity is communicated consistently at all times by all franchise locations.

## Add-ons

### Social Media

A connection with the Facebook and LinkedIn accounts of every branch so they can engage with their local audience.

### Local Distribution

A step-by-step tool that allows campaign materials to be ordered and distributed in just a few clicks





Home

Campaigns ▾

Direct mail

Brand manual

Support ▾

My details ▾

Image bank

🛒 (0 Items) ▾



National Campaign



Local Campaigns



LSM 360\*



LSM 360 BE



Brand Manual



Image bank



Direct Mail



My details

MarVIA

# Results

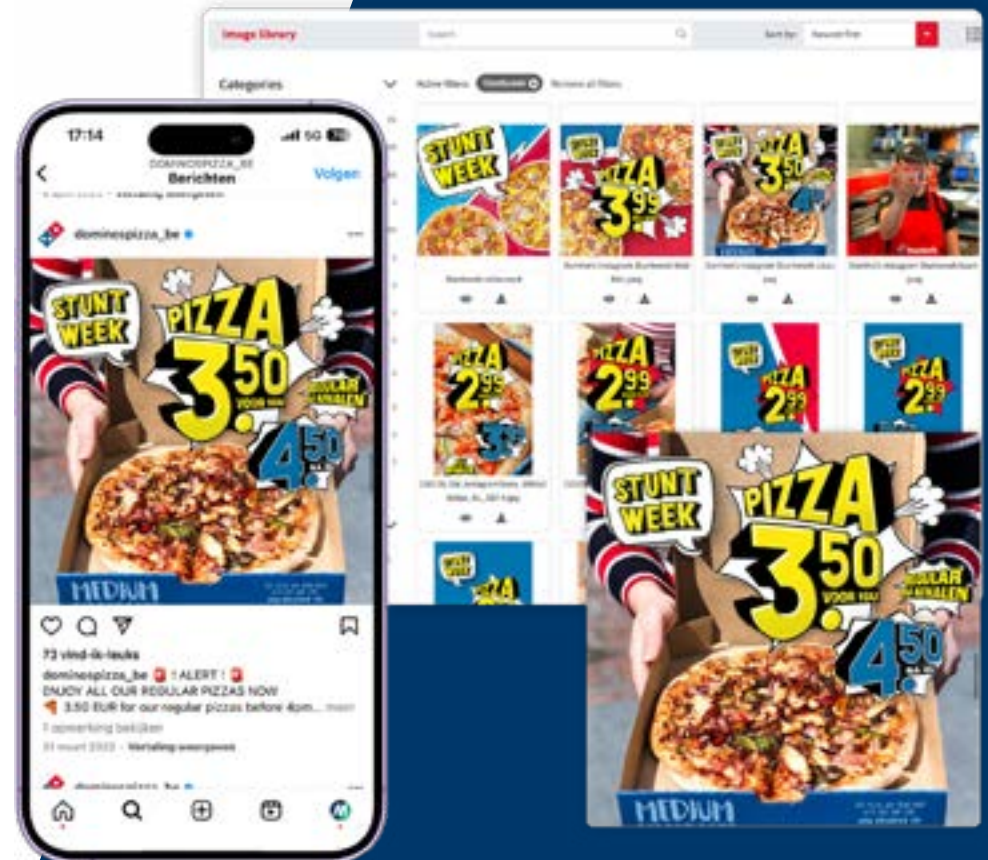
## Local marketing made easy

With Marvia's help, a centralized marketing portal was established for all Domino's branches in the Netherlands and Belgium to efficiently create and publish marketing materials.

The platform significantly **reduces content creation** time for franchisees, allowing them to swiftly respond to local events and meet their customers' needs.

For example, if a customer experiences a late order on Monday, they will receive a DM containing an attractive offer a few days later.

Such automations **streamline processes and eliminate repetitive tasks**, ultimately easing the workload for both franchisees and HQ.



492  
branches

>4,5k  
assets

>35k  
downloads

>20k  
creations

### Satisfied customer(s)

Domino's is very happy with the implemented solution, and new features, such as paid social advertising, are continually added to enhance the platform.

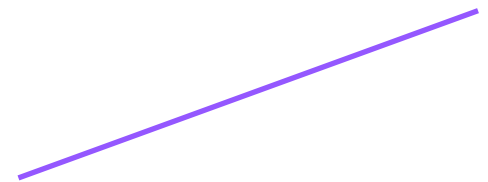
Initially launched with 15 participating stores, the platform has now expanded to nearly 500 locations across the Netherlands and Belgium. Its success has garnered internal recognition, leading to the adoption of similar portals in other countries, including Japan, France and Germany.

*"With the new platform, we aren't only able to serve more customers, we also have more time to do what we really want to do, which is make the best pizzas and provide great service."*

**Stefan / Local Store Marketer at Domino's Pizza**

*"We have benefitted in a great way from using Marvia, and I believe that there are still a lot more benefits to gain. Marvia is always working with us to see and understand how we can gain those benefits and reach our goals."*

**Stefan / Local Store Marketeer at Domino's Pizza**



# About Marvia

Marvia makes brands more successful by providing tools to keep them in control of their brand and local marketing activities.

Our software helps leading brands in more than 90 countries with maximizing productivity and brand consistency.

Learn more about Marvia and our solutions on [www.getmarvia.com](http://www.getmarvia.com)

Would you like to see what Marvia can do for your brand? Request a free demo.

[Free demo](#)

**Marvia**