

# Customer Story

Local marketing made  
easy for New York  
Pizza franchisees

**Marvia**



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# About New York Pizza

## Fast-growing franchise formula

New York Pizza is one of the biggest pizza delivery chains in the Netherlands, with over 240 branches. The company opened in 1993 and now has branches in Belgium and Germany as well.

## A pizza chain with taste

Taste, quality and service is what New York Pizza stands for. It is the combination of the high-quality, fresh products and the American-oriented service that lays the foundation for the New York Pizza concept.

## In short

New York Pizza is a fast-growing franchise organization, which means that the need for marketing materials for local stores is growing rapidly. New York Pizza wanted to reduce one-time marketing requests and enable franchisees to carry out marketing activities themselves.

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**Sector:** Food and beverages

**Marvia user since:** 2017

**Products:** DAM & Branded Templates

**Add-ons:** Marketing Shop, Social Media, Door-to-Door Leaflet Distribution





# Situation

New York Pizza wants to support its franchisees as much as possible with their local marketing activities.

New York Pizza does this by providing the stores with all kinds of marketing materials such as menus, posters and other POS material.

In addition, New York Pizza has many campaigns that are also distributed via, among other things, folder distribution. The chain is also very active on social media.

The pizza chain has a strong local marketing strategy, which means that in addition to the national marketing materials, it also wants to offer localized content and campaigns.



# Challenges

As the brand grew rapidly, the need for marketing materials for local stores increased with each new location.

Creating marketing materials was previously done manually by the New York Pizza marketing department and an advertising agency: from preparing materials to the distribution of content on different channels. This was a costly, complex, time-consuming and error-prone process.

Besides the fact that creating materials was a lot of work due to the growing number of locations, New York Pizza also found it increasingly difficult to centralize, organize and distribute the materials to all locations.

The head office also wanted to reduce one-off requests and focus more on brand building activities.

**New York Pizza therefore searched for a solution that allows franchisees:**

- To access all marketing materials;
- To create own content without harming the brand identity;
- To independently distribute content, promotions and campaigns over different channels.

# Wishes

## General

A Brand Portal that is designed according to their **brand identity**.

## Users

All New York Pizza locations in the Netherlands, Belgium and Germany need **access** and **different permissions** based on their location.

## Brand assets

An **image bank** in which images, videos, campaign materials and store materials can be centralized.

## Print templates

Users must be able to create **print materials** like posters, flyers and documents within the brand identity and add their own content.

## Digital templates

Users must be able to create **on-brand digital content** like social media posts themselves.

## Webshop

A **webshop** where POS and other shop items can be ordered.

## Integrations

**Integrations** with social media, printers, leaflet distributor and shopsystem.







# Solution

Marvia created a tailor-made Brand Portal for New York Pizza: New York Pizza's "Toolbox". It consists of a Digital Asset Management system, Branded Templates and multiple add-ons.

## Digital Asset Management (DAM)

With the help of Marvia's **DAM**, all branding and marketing materials are centralized, making it easy and always accessible to all franchisees.

## Branded Templates

**Branded Templates** make it possible for franchisees to easily create own print and digital materials within the New York Pizza brand identity.

## Add-ons

- **Marketing Shop**  
An integrated webshop where franchisees can order products such as store supplies.
- **Door-to-Door Leaflets**  
An integration that allows franchisees to distribute folders and direct mail.
- **Social Media**  
A connection with the Facebook and LinkedIn profiles of every branch.





# TOOLBOX

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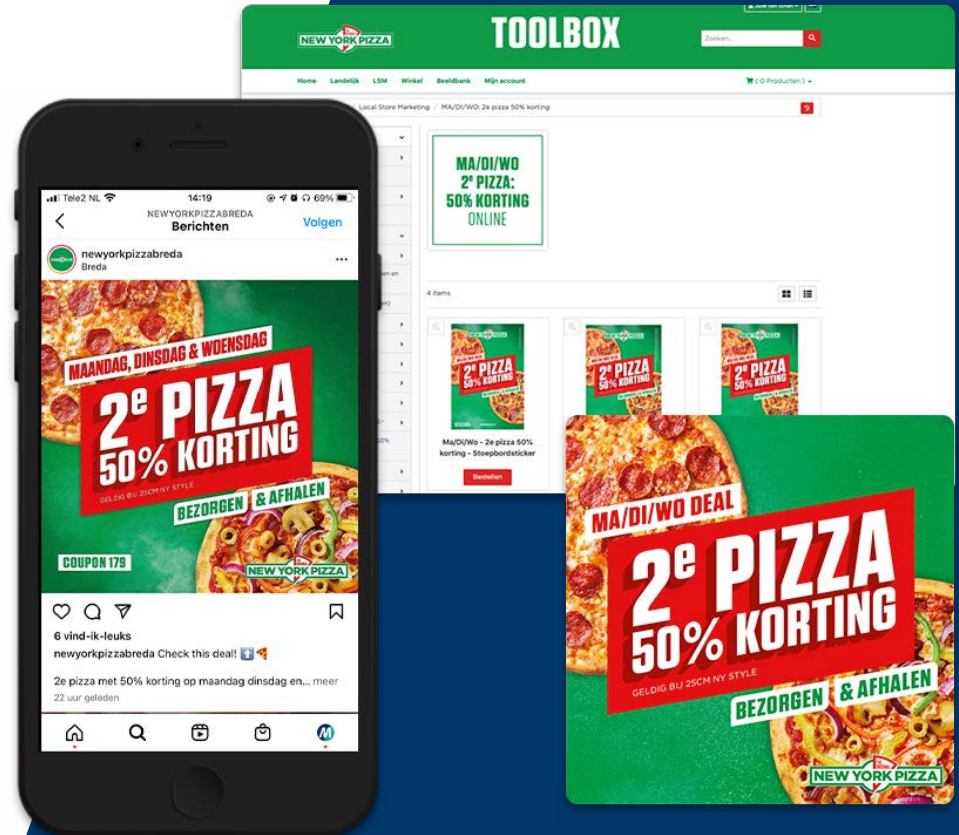
# Results

## Local marketing made easy

The Brand Portal is filled with all kinds of marketing materials: from store items such as menus, posters and banners to online materials such as social media posts.

In the portal, a distinction is made between materials for national and local campaigns. In addition to the regular national promotions, New York Pizza franchisees can choose from a range of promotions that they can use locally. Using the Branded Templates, they can provide the promotions with the local information and duration of their choice.

This way, all franchisees have quick access to all materials and local marketing becomes a lot easier.





245  
branches

>2k  
assets

>25k  
downloads

>6k  
creations

### Stimulated franchisees in less time

The Brand Portal saves the New York Pizza marketing department a lot of time. They ensure that the Brand Portal is filled with all marketing materials. Franchisees are notified of new assets via **notifications** in the portal.

Besides the fact that this saves the marketing department a lot of time, the New York Pizza franchisees are also much faster and more active with local marketing than before.

*“By collecting all campaigns in one place and making it easy to order marketing materials, the threshold for franchisees has become much lower. They are now much more motivated to get started.”*

**Caitlin / Campaign Manager at New York Pizza NL**

## Local visibility on all channels

Using the **Social Media add-on**, franchisees can post existing or self-created content directly to their own social media channels via the portal.

With the **Door-to-Door Leaflet Distribution add-on**, franchisees are self-sufficient in distributing folders and direct mail to existing customers. As a result, the right target group is reached faster and local visibility is increased.

## All content directly localized

All POS materials can be ordered via the **Marketing Shop**. With Marvia's **DNA feature**, it is known exactly which POS each store needs. With this feature, items such as menus are automatically provided with the address, prices and opening hours that belong to the location.





*"Marvia offers us a lot of time savings and efficiency. There was a lot of work in our local marketing. With Marvia, this has become much less. There will always remain customization requests from our franchisees, but the head office and advertising agency now have more time for this."*

**Caitlin / Campaign Manager at New York Pizza The Netherlands**





# 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](https://www.getmarvia.com)

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

**Free demo**