



Customer Story

From marketing
bottlenecks to
brand growth

Marvia



Contents

1. About
2. Situation
3. Challenges
4. Wishes
5. Solution
6. Results

About Jeremiah's Italian Ice

A vibrant frozen dessert franchise

On a mission to “Live Life to the Coolest,” Jeremiah’s Italian Ice is a vibrant frozen dessert franchise with more than 180 stores across the U.S.

With more than 180 locations

They bring communities together through serving up flavorful experiences and high-quality Italian Ice, Soft Ice Cream, and Jelati, the perfect layering of Italian Ice and Soft Ice Cream.

Quick overview

Industry: Quick service restaurant franchise

Locations: 180+ stores across the U.S.

Marvia user since: 2022 (Switched from Marq)

Products: Template Studio, Digital Asset Management (DAM), Marketing Shop + Print Integration, Marketing Calendar, Creative Requests



Situation

Marketing platform limitations

Jeremiah's Italian Ice had outgrown their previous marketing platform, Marq, which was **creating bottlenecks** for their expanding franchise network.

"We just hit a wall with Marq," explained Maggie Sumner, Marketing Manager. "They were just a little **more limited** than what we're looking for."

The platform lacked integrated Digital Asset Management (DAM) and **couldn't handle** their franchisees' local customization needs.



Challenges

Before Jeremiah's switched to Marvia, it had the following challenges:

- The previous solution lacked **integrated Digital Asset Management** and had **limited brand template** options.
- The central marketing team's only designer was bogged down in requests, often with a **three-week turnaround time**.
- It was **difficult to maintain brand consistency** across 180+ locations, as some franchisees were creating their own marketing materials.





Wishes

All-in-one solution

Customizable brand templates and DAM **in a single platform** purpose-built for growing franchises.

Budget flexibility

A solution that **fits within their budget**.

Responsive support

Quick issue resolution. "Everybody's been very responsive and quick to help," said Sumner.

Scalability

A platform that will **grow with their franchise network**.

Ease of use

An **intuitive user interface** for franchisees with varying technical skills so that they feel empowered with some **creative freedom**.



"We found that Marvia was far superior in capabilities compared to the other platforms that we were vetting."

- Maggie Sumner / Marketing Manager at Jeremiah's Italian Ice

Solution

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

- **Dynamic Templates**

Customizable templates that let users create on-brand content for all channels without design experience.

- **Digital Asset Management (DAM)**

Store, organize, and manage all your digital assets like images, videos, and documents.

- **Marketing Shop**

Users can order brand and marketing collateral from all your preferred suppliers in one place.

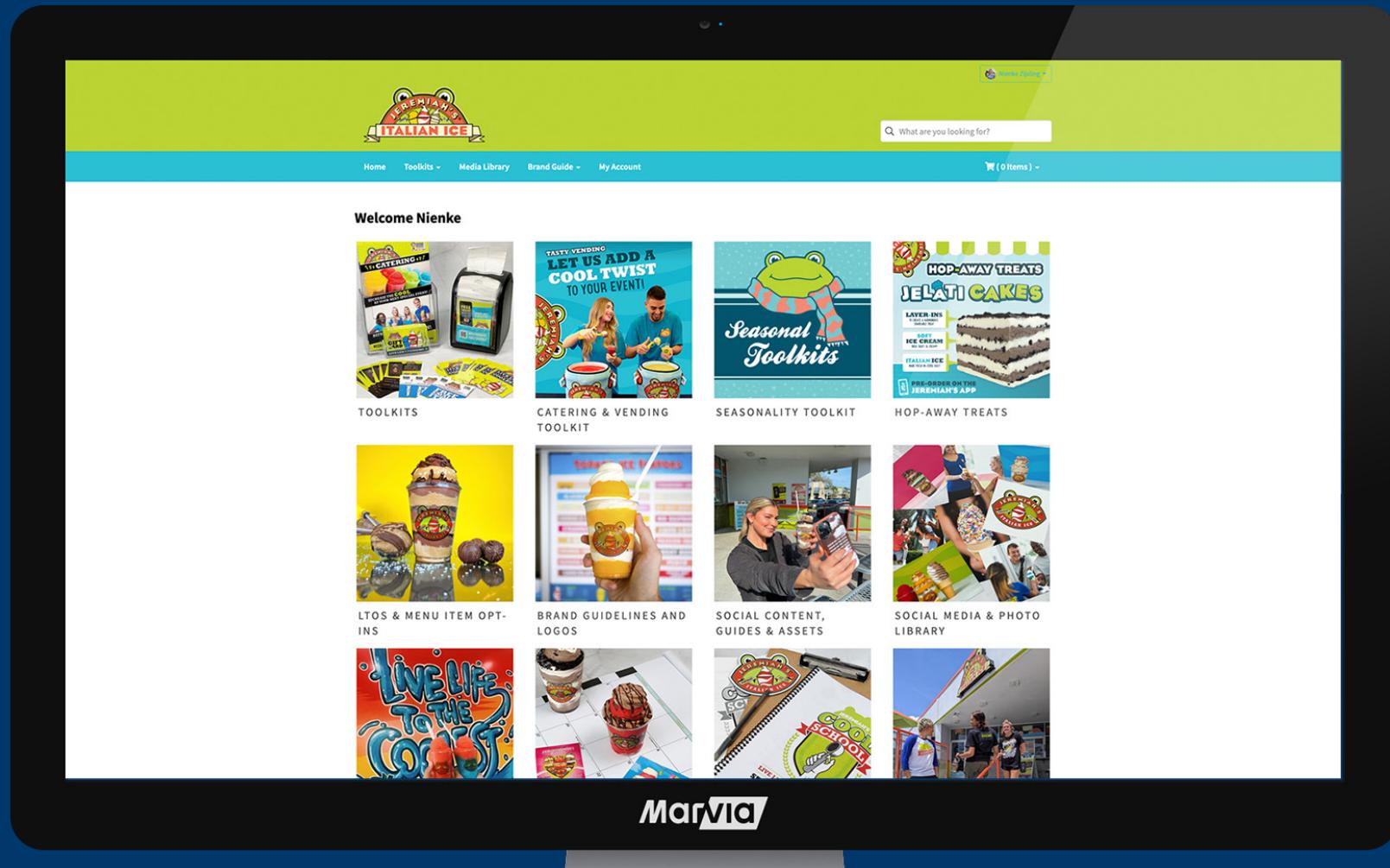
Add-ons

Marketing Calendar

An interactive calendar that centralizes all your marketing events and campaigns to keep teams informed and aligned.

Creative Requests

An embedded workflow to manage all incoming creative requests that simplifies internal communication and collaboration.



The image shows a tablet displaying the official website for Jeremiah's Italian Ice. The website has a bright green header with the company logo and navigation links for Home, Toolkits, Media Library, Brand Guide, and My Account. A search bar and a shopping cart icon are also present. The main content area is titled "Welcome Nienke" and features several promotional images and toolkit options:

- TOOLKITS:** An image showing various toolkit products, including a "CATERING & VENDING TOOLKIT" and a "SEASONAL TOOLKIT".
- CATERING & VENDING TOOLKIT:** An image with the text "LET US ADD A COOL TWIST TO YOUR EVENT!".
- SEASONAL TOOLKIT:** An image featuring a green frog wearing a scarf.
- HOP-AWAY TREATS:** An image showing a "JELATI CAKES" product with a "LAYER INS" section.
- LTOS & MENU ITEM OPT-INS:** An image showing a dessert and a drink.
- BRAND GUIDELINES AND LOGOS:** An image showing a hand holding a branded cup.
- SOCIAL CONTENT, GUIDES & ASSETS:** An image showing a person holding a camera.
- SOCIAL MEDIA & PHOTO LIBRARY:** An image showing a group of people at an event.
- OTHER:** An image showing a "LIVE LIFE TO THE COOLST" graphic and a "COOL SCHOOL" notebook.

Marvia

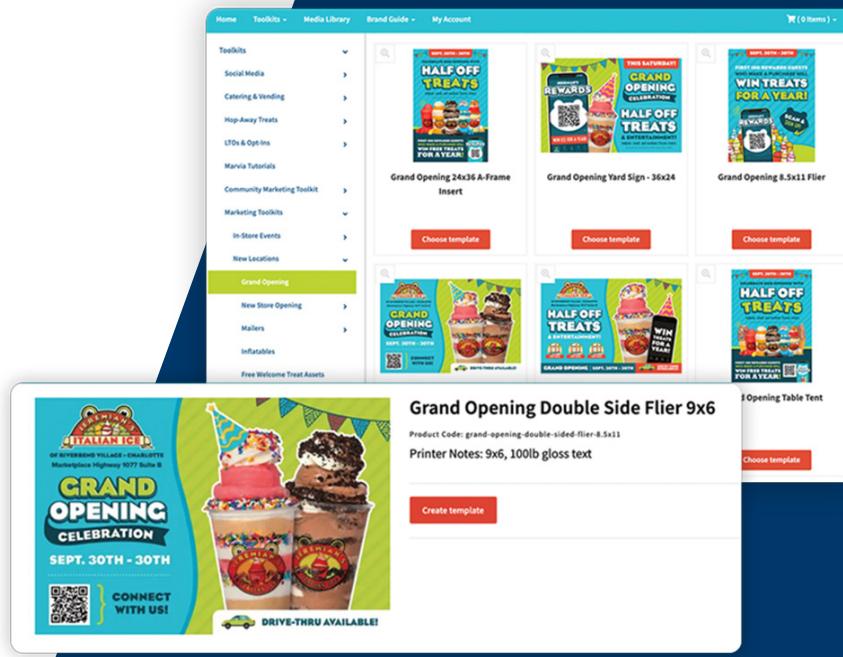
Results

A more efficient approach

Marvia transformed how Jeremiah's Italian Ice manages marketing across their franchise network. The integrated platform **eliminated bottlenecks** while giving franchisees the tools they needed to succeed locally.

Because they've improved operational efficiency and streamlined the marketing request process, Jeremiah's Ice is seeing **faster turnaround times** for marketing materials.

"It's made my team **more efficient** and helps our **franchisees get things quicker**," explained Sumner.



180+

franchise locations

40+

average downloads per day

1

consolidated platform

5-star

experience rating

Balancing control and creativity

Jeremiah's Italian Ice proves that successful franchise marketing starts with **empowering local teams** while **maintaining brand integrity**. Marvia solved their core challenge by providing a single platform that scales with franchise growth without sacrificing quality or consistency.

Now Jeremiah's enjoys the best of both worlds: franchisees can quickly create **on-brand marketing materials** for local events and promotions, while the central marketing team maintains oversight and **focuses on strategic initiatives**. The platform **eliminated the three-week bottleneck** that was frustrating both sides, replacing it with instant access to professional-quality templates and assets.

"We were looking for a platform that had in-browser collateral editing abilities for our growing franchise system. Marvia's tools and module options were robust and offered more scalable opportunities that we can use to help grow our marketing reach to support our field locations. It's a wonderful platform, and we're having a great run with it."

Maggie Sumner / Marketing Manager at Jeremiah's Italian Ice

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 120 countries with maximizing productivity and brand consistency.

Learn more about Marvia and our solutions on www.getmarvia.com

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

Free demo

The Marvia logo is located in the bottom left corner. It features the word "Marvia" in a bold, sans-serif font. The letters are primarily yellow, with a teal "V" and a teal "i". The "via" part of the word is set against a yellow parallelogram shape.