



IFA's 45th Annual International Franchise Convention
March 6-9, 2005 ▪ WESTIN DIPLOMAT RESORT & SPA ▪ HOLLYWOOD, FL

How Small Franchisors Build Big Brands

Dawn Lawin – President, Hot Dish Advertising

Shell Herman – CEO, KidzArt

Taylor Bond – CEO, Children's Orchard

Janet Muhleman – President, re:group inc.





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1. Develop a plan
2. Communicate your plan
3. Stick to your plan
 - Watch the competition
 - Don't be easily wooed in a different direction



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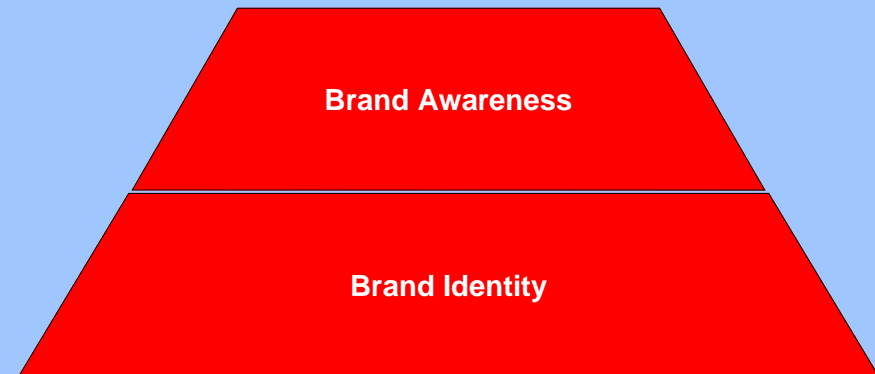
Start by developing a strong brand!

- Helps franchisees succeed
- Builds franchisor system

- Developing a brand is like building a foundation for the future.
 - Unique
 - Meaningful

Brand Identity

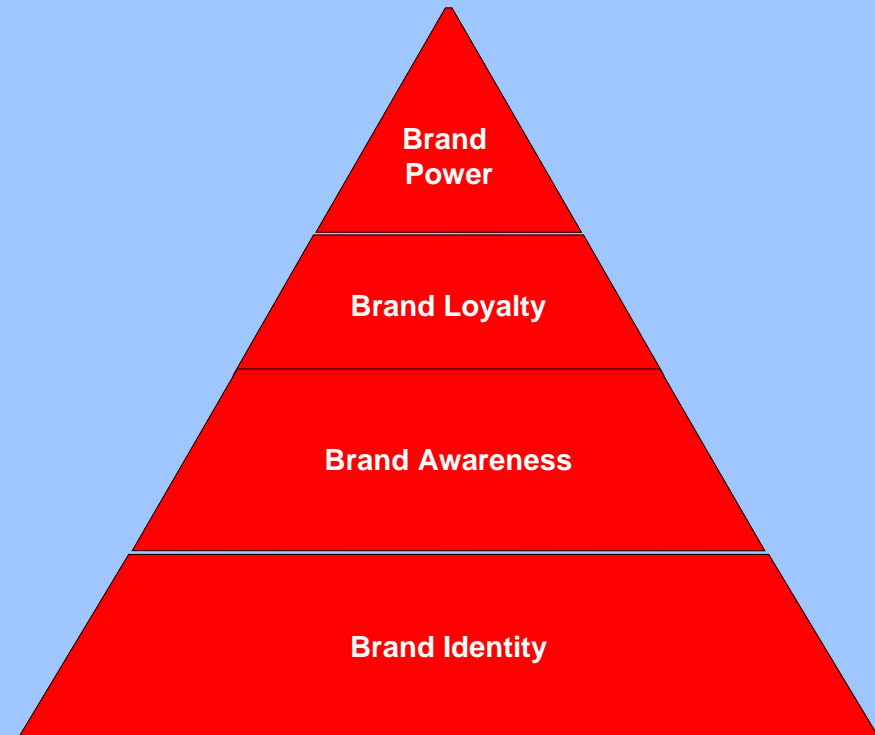
- Developing a brand is like building a foundation for the future.
 - Consistency
 - Reach
 - Frequency



- Developing a brand is like building a foundation for the future.
 - Conscious or unconscious decisions to purchase
 - Break or create habits



- Developing a brand is like building a foundation for the future.
 - Key is developing strong brand identity & personality



How to market the brand cost efficiently and effectively

- Sell the importance of the brand to prospects upfront, get buy-in and support
- Invest in a good intranet system
- Over communicate the value of your brand to the system
- Do not overlook grassroots opportunities, but do train and provide tools for your franchisees to use



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Challenges of scattered and under-saturated markets raise many challenges, but it is not impossible to build a strong brand!

- Lack of awareness
- Cost to market product/service



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Plan ahead to avoid scattered markets.

- Develop a regional build out plan that allows you to manage the business cost effectively
- Develop focused marketing efforts to fill-in under-saturated markets; advertising, direct mail, existing franchisees or corporately run territories

Undercapitalized Franchisor and/or Franchisees

- Franchisors – develop a plan you can live with long term, create a strong infrastructure or risk losing it all
- Franchisees - don't sign them on! This is the biggest mistake made by new Franchisors



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Shell Herman, CEO
KidzArt



KidzArt

- Name clearly and easily communicates our brand.
- The name is fun and meaningful
- Create a logo that was bright, colorful and would resonate with ALL our audiences
- Develop a tagline that differentiated from other children's enrichment programs



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KidzArt[®]

If You Can Dream, You Can Draw





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The new logo was more representative as to where the brand was going and gave us more “legs” for growth.

- Introduced at annual conference
- Overwhelming response by system
 - How did we ensure this?

How did we ensure the successful launch of the new logo and position?

- COMMUNICATION
- We developed a franchise advisory council and gained their support before the introduction
- Pre-tested the logo with target audience
- Design was already a successful part of our curriculum



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In addition to introducing the new logo we presented the new marketing campaign elements.

- Launched a new intranet

The new campaign elements reinforce the brand in a very creative way.





Creativity takes flight!

Learn to draw with KidzArt®!

SIGN UP FOR CLASSES TODAY!

FIELD 1: January 14 – January 25
Wednesdays 3:30 – 4:30
Grades 1–6
Meet in Fr. Ahrens room of the Parish Life Center
\$75 includes all quality art supplies

FIELD 2:
Instructor name, bio,
KidzArt contact info. for more information





KidzArt helps kids learn to draw naturally and experience the joy of creative expression. With fun art exercises and techniques, kids become creative thinkers and develop confidence.

If You Can Dream, You Can Draw

Please make checks payable to KidzArt. Mail Deliver to: Field 3

Student's Name(s): _____ Parent's Name(s): _____

Street: _____ City: _____ State: _____ Zip: _____

Phone: _____ Cell/work: _____ Email: _____

Emergency Contact: _____ Phone: _____

Parent Signature: _____

Field 4 _____ Field 5 _____

Field 6 _____ Field 7 _____

Fees paid for KidzArt classes may be deductible for tax purposes. Please consult with your tax advisor.

Now Soaring Into Your Area!

Learn to draw and much more with KidzArt®!

SIGN UP FOR CLASSES TODAY!



Field 1: For more information contact:
Valerie and Joe Jones
Owners/Certified Instructors
Jefferson City, MO

Field 2: kidzartmo@earthlink.net
www.kidzart.com

KidzArt® helps kids learn to draw naturally and experience the joy of creative expression. With fun art exercises and techniques, kids become creative thinkers and develop confidence.



KidzArt

If You Can Dream, You Can Draw

Field 3: Call 888-888-8888 for a class schedule, or visit us online at www.kidzart.com



Creative art classes
that help kids soar!



Kidz Art
It's Not Just Dreams, It's Our Dream.

This is KidzArt!

KidzArt, we believe art can be created by everyone. KidzArt was developed as a fun program designed to help children become creative thinkers and problem solvers. The thing about KidzArt is that it's not just for "talented" children. Our classes are designed to reach every child, from the beginner to the children who thought they could draw.

"I wholeheartedly endorse KidzArt as an art program that works!"

Ann Kalesjian, Principal
St. Patrick's Elementary School
Maricopa County, California

With KidzArt, Creativity Takes Flight and Imagination Soars!

Up, up and away!

A KidzArt class will take your child's creativity to new heights. Over the past 15 years, we have provided kids of all ages with inspiring drawing lessons and art projects. The KidzArt classroom is a noncompetitive environment with relaxing music that allows kids to focus. A certified KidzArt instructor teaches each class, and students use only high quality, professional art materials. Every fish, flower and castle will be as unique and vibrant as your child's imagination.

With KidzArt, you get much more than drawing. We encourage our students to experiment with a wide variety of art mediums, including three-dimensional sculpture, watercolor and more.



"I was able to be really creative and express my feelings and use my imagination."
- Rachel, KidzArt Student

The benefits of this exploration touch all aspects of a child's life. Kids will:

- Build self-confidence
- Learn patience
- Become creative problem solvers
- Understand that there is no "wrong" way in art
- Learn how to overcome obstacles
- Develop focused attention through guided exercises
- Exercise their "creative muscle"
- Learn how to draw

And, parents of our students have noticed significantly higher grades and increased overall success in their child's schoolwork.

"My son has ADHD with an explosive temper but just he was able to focus and complete beautiful drawings."
- Elizabeth, Mom and Educator



KidzArt classes challenge the artistic student and reach kids who never thought they could create works of art. From toddlers to seniors, KidzArt is a great program for everyone. We make art easy and so much fun!



"The KidzArt concept will fulfill a need that way exist in the education of our children, providing an opportunity to learn while having fun."

Susan Mary Hartley
Arizona State Senator