



## **PIE FIVE STREAMLINES THEIR LOCALIZED MARKETING PROCESS WITH VISUALOGISTIX' QUICK, COST-EFFECTIVE, AND HIGH QUALITY PRINT AND MARKETING ASSET MANAGEMENT SOLUTION**

Pie Five Pizza is the leader in the rapidly growing fast-casual pizza segment. Pie Five has been named among Fast Casual's 2015 Top 15 "Movers & Shakers," a 2012 Hot Concepts winner by Nation's Restaurant News and one of "10 Hot New Restaurant Chains from Established Brands" by Forbes.com. And CEO, Randy Gier, was named one of the "Top 10 Trendsetting Executives in Pizza" by Pizza Marketplace.

Pie Five currently has 87 locations in 25 states, with more than 400 announced company-owned and franchise units under contract across the U.S. Pie Five Pizza Co. is a subsidiary of Rave Restaurant Group, Inc. (NASDAQ: RAVE), based in the Dallas suburb of The Colony, Texas.

### **THE CHALLENGE**

Pie Five's corporate office knew they had some challenges in their restaurants when it came to effectively handling the rapid expansion of their brand. They quickly realized they did not have enough time nor people to provide new and custom marketing materials for each store to use. They knew if they didn't identify a solution soon, they would not be able to effectively market their new stores, as they would not have the dedicated support they needed. Franchisees and store managers would be left to create their own marketing materials and the Pie Five brand would become disjointed and not unified.

When they realized they needed a solution to these problems, they turned to Visualogistix.

## THE SOLUTION

Pie Five sought Visualogistix' assistance with the goal of finding a partner who could provide them with a quick, easy, and cost-affordable way for franchisees and store managers to order the localized marketing materials they needed to make the brand successful and profitable. They wanted a seamless process enabling them to go online, customize marketing materials themselves, and get what they need printed and shipped to them within a short amount of time. Visualogistix delivered the solution by:

- Providing a robust service at a reasonable price.
- Providing Pie Five with an easy way to deliver localized marketing materials to franchisees, while still ensuring brand consistency across all locations.
- Providing Pie Five with quality printing and great customer service.
- Giving Pie Five the ability to take previously used templates that have been proven to work and quickly providing a customized and localized version for Pie Five franchisees within a week's time.
- Having art readily available to quickly change and get printed to meet Pie Five's needs.

## THE RESULTS

Thanks to Visualogistix' solution, Pie Five now has an easy way to effectively manage the rapid expansion of their brand. The Visualogistix Marketing Asset Management solution gives Pie Five's corporate team members complete control of their marketing content while allowing for local market customization. The flexible interface makes it easy for both Pie Five's corporate marketing management and local management to get what they need when they need it in the high quality that is expected of the Pie Five brand. Thanks to the Visualogistix solution, Pie Five's corporate team members can now rest easy knowing the items their franchisees need will be delivered to their locations on time and on spec; and that Visualogistix will continue to provide this service as the Pie Five brand grows nationwide.



**“With Visualogistix, we have the ability to take previously used templates that have proven to work and quickly provide a customized version to any location within a week’s time. The ability to have art readily available to quickly change and get printed to meet our needs is a huge advantage when we’re moving into new markets and our local managers need something fast.”**

Christina Coy, VP of Marketing, Pie Five Pizza

**TAKE YOUR BRAND TO THE NEXT LEVEL.**  
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