Aranda Brand Trust

ENGAGEMENT BRIEF · PREPARED FOR FRESCO BOWL

Category: Fast-casual restaurants · Franchise system

One brand. One plan. Every location.

A **Partner Alignment Sprint** to get every franchisee behind one plan they want to run.

WHAT WE HEARD

- 120 fast-casual locations, most run by franchisees.
- Each owner runs their own local promotions, menu boards and social posts.
- National campaigns land unevenly; some stores skip them.
- Owners question what their marketing fund buys them.

WHAT THE CLARITY DIAGNOSTIC FOUND

Franchisees were never part of the plan.

Plans are made at head office and handed down. Owners do not see how the plan helps their store, so they build their own.

HOW THE SPRINT SOLVES IT · THE CLARITY LOOP, APPLIED TO FRESCO BOWL

02
Discover
Visit stores and talk to owners and guests: what works locally and what gets in the way.

03
Define
Agree what must be the same everywhere and where owners have freedom.

04
Design the system
Build one brand standard, a local marketing toolkit and a shared calendar.

05
Direct the work
Co-create the joint plan with a franchisee council and agree who does what.

06
Measure and refine
Share a scorecard with every owner and review it together on a set rhythm.

WHAT YOU GET

- One brand standard every location can follow
- A joint business plan, built with franchisees
- A local marketing toolkit owners actually use
- A partner scorecard
- A meeting rhythm that keeps everyone on track
- A 90-day action plan for head office and owners

HOW WE'LL KNOW IT'S WORKING

- Share of locations running the national plan
- Same-store sales growth
- Brand standard checks in store
- Franchisee satisfaction with marketing

Ends with an Activation Day

Your marketing team and the franchisee council take ownership of the plan: priorities, owners, KPIs and the first 30 days.

Next step: agree the scope and a kickoff date.

Timing and investment are confirmed in the proposal.

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Fresco Bowl is a fictional brand used to illustrate the format.

Clear brands grow.