

PACIUGO

Cockrell Enovation enables local store marketing, making franchisees more competitive

With close to fifty locations in the US and abroad, Paciugo is a franchise on the rise. In fact, the company was recently named on the AllBusiness 2010 “Franchise AllStar List.” With a specialty in healthful frozen treats, Paciugo brings the Italian gelato experience to hungry customers looking for a cool and refreshing explosion of flavors without the result of an explosion on the waistline. (Paciugo Gelato have no preservatives and are up to 50% to 70% lower in fat than most premium ice creams).

From “Sweet Corn Thorntree Honey Gelato” to “Lime Cilantro Sorbet,” you can be assured of finding the perfect match for your palate on any given day.

The Problem: As a growing franchise, Paciugo was in need of providing a central source for all marketing and store collateral accessible by the franchisees. In retail, timing is everything and Paciugo needed to provide the franchisees with the ability to quickly update and order marketing materials. Ideally, Paciugo would be able to provide franchisees with a single, web-based application to order t-shirts, bags, posters, rack cards, counter displays and dozens of other items essential to managing and promoting a retail storefront. In order to make this happen, Paciugo turned to Cockrell Enovation

The Solution: Utilizing its EnGage technology, Cockrell Enovation developed an online storefront for the Paciugo franchisees. With individual log-ins assigned by corporate, franchisees can access the database of collateral and easily purchase the items necessary to promote the company’s authentic Italian gelato. Certain items can be personalized with local information, while others are pulled from inventory and shipped directly to the franchise location.

The Result: Ordering marketing collateral becomes as easy as ordering gelato - franchisees can access the storefront 24/7 and order items as needed. As a result, waste is reduced considerably, and franchisees can control marketing activity while Paciugo maintains complete control over its brand.



PRODUCT

EnGage Online Print Portals

RESULTS SNAP SHOT

Nearly 30% savings on marketing spend

Reduced time-to-market for time-sensitive campaigns

Consistent brand image throughout all marketing pieces

Reduction in waste, reducing their carbon footprint.