



Wave2 Media Solutions
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Wave2 Launches New Franchise Division

Franchisors and Franchisees Collaborate Using a Self-Service Portal Automating Marketing and Promotion Processes

DATELINE: WESTBOROUGH, MA

Franchisees in Tampa, Topeka and Tempe are about to launch new locations and need marketing tools to reach new customers, promotional collateral to present professional consistent messages along with digital ad campaigns to hit the ground running. How do you control promotional activities in multiple locations with a consistent message, image and quality?

Wave2 Media Solutions has launched a new Franchise Division that removes the drama, cost and hassle replacing it with an easy to use self-service white-labelled portal to manage the entire marketing and promotional process. A customized portal designed with your branding offering your corporately approved designs for both print and digital campaigns that can be accessed and edited by your franchisees.

With an eight year track record of providing similar services for the world's leading newspapers and corporate clients, Wave2 Media Solutions is poised to take that same technology and turnkey solution to the franchise industry. Wave2's large install base of newspaper partners will play an important role in this strategy. A new Expert Partner" status will enable newspapers to participate with the local franchisees by facilitating their use of the Wave2 solution.

While most franchisors are looking to manage and control use of their brand there is a void of systems to enable them to do this. Wave2 working with their newspaper partners will be able to offer a digital workflow that will connect franchisees to their local newspaper's advertising products for the print editions of the newspaper and digital ads for the newspaper's website.

Wave2 Media Solutions also helps manage, control and implement online standards for other marketing materials. These include logoed apparel, email campaigns, brochures, business cards, direct mail, door hangers, internal and external signage, Point of Purchase (POP), post cards and anything that includes a franchisor's brand.

Stormy seas? Worried about protecting your brand? Need to streamline marketing materials for franchisees? Wave2 can help you navigate the roughest seas to a safe harbor.



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“We understand that the last thing franchisors want is to juggle dozens of emails, phone calls and shipments from warehouses around the country every time a franchisee needs new monthly promotional materials or on-going marketing tools,” noted Brian Gorman, co-founder and Vice President of Wave2 Media Solutions. “The typical franchisor system being used today is a server with static PDFs that franchisees can download or they order pre-printed material from a warehouse. These systems offer little if any customization and regionalization for the franchisee and are slow to respond to changes in products, promotions and advertising.”

Gorman continued, “By implementing one of our white-label self-service portals, franchisors will be able to maintain their corporate brands across all types of media. Franchisees will have much better access and editing capabilities so they can both personalize and localize their message in a more time effective manner than they can now. The Wave2 newspaper partner channel will also be available to franchisees in their local markets making it much easier for them to place ads with newspapers. This will empower the franchisee to improve both the targeting and timing of their localized promotions increasing their sales and lowering their costs. This is all available without taking the brand management away from the franchisor.”

Wave2 Media Solutions was formed in 2004 specifically to develop a range of solutions for the automated generation of documents. With an extensive installed base around the world hosting hundreds of websites, Wave2 aims to provide tools that will enable clients to both save costs and to generate new revenue.

Wave2’s product range includes solutions for Self Service Advertising, Self Service Portals, Creative Automation, Sales Visuals, Online Marketing and Personalized Publishing. Wave2 is a world leading developer of Adobe Systems InDesign Server and Adobe’s Flash technology.

For more information, Wave2 Media Solutions can be contacted at 114 Turnpike Road, Suite 203, Westborough, MA 01581, (508) 366-6383, info@wave2media.com, www.wav2.com.



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