

rrd

QUICK SERVICE  
RESTAURANT



# A FRESH, NEW WAY OF REDUCING MARKETING COSTS BY 20% FOR ONE OF THE WORLD'S LARGEST FAST FOOD CHAINS

Marketing solutions case study



## RRD'S SOLUTIONS

- Easy customization of marketing materials for each individual location, utilizing the database profiles created in our proprietary Rollout Management System
- Centralized, on-site marketing team as well as other personnel resources to efficiently manage projects
- Production of marketing materials at the RRD facility closest to each restaurant, reducing distribution costs, time-to-market, and logistical challenges of cross-border shipping
- Rollout Management System for real-time profiles of restaurants, providing total transparency on which and when marketing materials and products need to be shipped



## RESULTS



Eliminated the **WASTE** associated with shipping unneeded materials



**REDUCED**  
Costs by more than  
**20%**



RRD's **LOCAL PRINTING FACILITIES** and **LOGISTICS** capabilities



**REDUCED**  
Costs by more than  
**42%**



### STREAMLINED

processes through our dedicated project team

3 **THREE DAYS**  
**FASTER**



Delivering materials an average  
**OF THREE DAYS**  
**FASTER**





**THANK YOU**