

Unique franchise merchandise store helps Interstate All Battery Center to maintain brand integrity across franchises

The Challenge: To maintain brand consistency in a growing, nationwide franchise

Growing franchisors appreciate the risk inherent in assigning a brand to franchisees. Franchisees might unintentionally use a well-known corporate logo as never intended or neglect the care of a service mark or trademark. They might unknowingly use the wrong corporate colors, unwittingly imprint a brand message on shoddy merchandise or in other ways, subtly or not so subtly, dilute, weaken and negatively impact the brand. Franchisors employ various strategies to reduce this potential for brand mishap, including corporate brand standards, intensive franchisee training and franchise merchandise stores.

Interstate All Battery Center (IABC), a fast-growing division of Interstate Batteries, the number one automotive replacement battery in the country, recently tapped the latter strategy by opening an ePromos' franchise merchandise store. With 150 franchise partners in 42 states, Canada, Puerto Rico and the Dominican Republic—and with plans to double the number of partners in the near future—the Interstate team chose a franchise store to help control how the brand is communicated and ensure consistency in brand presentation, critical for a firm that cares as much about brand standards as does Interstate.

The Solution: An ePromos developed, hosted and managed merchandise store

The All Battery Merchandise Store, developed, hosted and managed by ePromos, is filled with the IABC-branded promotional products that franchise partners traditionally give employees and clients, such as backpacks, coolers, duffels, tumblers and apparel. Apparel items, like windbreakers, pullovers and golf shirts, are must-haves for Interstate because franchise partners use logoed clothing as employee uniforms, employee recognition awards and client gifts. The team also added to their store's virtual shelves pre-approved non-stock items that franchise partners can order and customize by imprinting location necessities such as address, phone number and operating hours.

The Result: Significant franchisee orders follow opening day sales win

NAME and NAME, ePromos' TITLE and TITLE, respectively, attended Interstate All Battery Center's annual sales meeting to unveil the new All Battery franchise merchandise store. To create excitement about the new store among franchise partners, Name and Name set up a booth from which they sold the very apparel franchise partners could find in the store. Franchise partners new and old purchased their first selection of Interstate-branded apparel that day, secure in the knowledge that they could visit the online store at anytime to replenish their supply when needed. Also during their presentation, Name and Name presented a special code, effective only for that day, good for a discount or 100 free customized pens, an offer that incited many orders.

Since the unveiling, more than one third of all franchise partners have ordered branded merchandise from the All Battery franchise merchandise store. Thanks to ePromos' unique franchise store model that caters specifically to franchise organizations, all IABC merchandise is pre-approved by corporate before being made available for purchase, which means that brand integrity is maintained across a large and growing number of franchises. As an added bonus, with the non-stock merchandise option, franchise partners enjoy the flexibility of selecting merchandise most appropriate to their individual markets as well.