CREATIVE INTERACTIVE CONTENT MARKETING
GO AHEAD AND ASK. WE KNOW YOU’RE CURIOUS. WHY WHEAT?

The short answer: we view wheat as a foundation for growth. It’s an organic breeding ground for brilliant marketing ideas. It’s where those ideas take root; where they get fed, nourished and cultivated into masterpieces. Whether that masterpiece is a lead-alluring website or a compelling content strategy, Wheat, is where it begins.
BIG AGENCY CAPABILITIES, BOUTIQUE AGENCY ADVANTAGES.

We meet deadlines. We exceed expectations. We keep people happy by doing the little things right and the big things better.

Our lean, homegrown team is filled with passionate people who have refined their respective marketing crafts. Experience has taught us what works, but it has also taught us that there is always a better way. Pursuit of the “better way” is what keeps us up at night and at the top of our game.
MEASURABLE, NEEDLE-MOVING GROWTH DOES NOT HAPPEN OVERNIGHT. THERE’S A METHOD TO OUR METICULOUSNESS.

We’ve seen many a marketing trend come and go - especially those online. Much like fad diets, the latest and greatest are only great for so long.

In order for marketing efforts to be truly effective, they must be well-thought-out and precisely executed - but more than that - they must be customized for your company, and designed with your industry, competitors and customers in mind.

We do our best work when we can partner with clients for the long haul - planting seeds along the way, measuring growth as we go.
**PHASE 1: DISCOVER**

**EVALUATE. EDUCATE. GET TO KNOW YOUR PROJECT AND OBJECTIVES.**

Your company is unique and so is your product or service. We’ll get to know what makes you tick and what makes your customers take notice.

**PHASE 2: DEFINE**

**SCOPE. SPECIFY. LOOK AT ALL POSSIBLE SOLUTIONS.**

With plenty of your input, we’ll map out a customized plan, refine our joint vision and begin to plant the seeds.

**PHASE 3: DELIVER**

**DESIGN. BUILD. DEPLOY. LET THE IDEA TAKE ROOT.**

A plan is only as good as its implementation. We’ll dig deep to create and perfect the tangible parts of the plan and begin to move everything forward, keeping a laser focus on our objectives.

**PHASE 4: DRIVE**

**WE HAVE ONE SIMPLE RULE: IF IT DOESN’T HELP YOU GROW, STOP WATERING IT.**

Your time and money are too valuable to waste on ineffective marketing. That said, measurable improvement doesn’t happen overnight. In the perfect world of Wheat Creative, we prefer to partner with clients long-term, implementing strategies that produce tangible results over time. We want to be the change that triggers growth.
AT WHEAT, WE SPEAK FRANCHISING FLUENTLY.

The franchise marketing world is full of nuances, lingo and relationships unique to the franchise industry. Luckily, we are well versed in all of them. Our founders, Justin and Susan Baloun, spent significant portions of their marketing careers developing some of the most recognized and well-respected recruitment strategies and websites in the industry.

That extensive knowledge is the foundation for our current franchise expertise. Whether a franchisor is starting from the ground up, or could simply use a fresh perspective on their development efforts, Wheat is where it begins. Zero learning curve required. Let our experience help you plant your own seeds of success.
WHAT WE DO

Do you do ________? Yes.

In today’s crowded marketplace, the emotional response your brand evokes is key, and standing out in the crowd is the only way in. Your brand is powerful. Your brand has influence.
CREATIVE

How does exceptional creative help your company grow?

Great creative work does not have to be outlandish, over-the-top and packed with shock-and-awe punch. But rather, it should be awe-inspiring, representing a company and its brand promise so well that the emotional experience meets and even exceeds the physical one.

To us, exceptional creative is that intangible bridge that connects the idea of your brand to the real-life experience that is your company.

- Marketing Strategy
- Logos
- Ads
- Sales Presentations
- Brochures
- Brand Identity
- Tradeshow Collateral
- Posters
- Fliers
- Infographics
How does your online presence help your company grow?

Nine out of 10 customers will seek out your company online, and your website will deliver their first impression. Make sure it’s a good one. We treat websites as functional pieces of art that play a critical role in your overall marketing success.

Your website should be the center of your marketing universe - a place where email campaigns, landing pages and social media all point. If your funnel is falling short, we’ll figure out how, where and why.

- Online Strategy
- User Experience
- Adwords / PPC
- Emails
- Responsive Technologies
- Web Development
- SEO
- Web Analytics
- WordPress Programming
How does thought-compelling content help your company grow?

With each passing day, Google places increased importance on the quality of your online content. It has to be engaging, informative and helpful - not boastful, promotional or keyword-ridden.

What your brand needs is a professional, consistent tone and voice across all mediums – a voice that represents your company in the most accurate and favorable light possible. You need to be found and you need content that’s fully optimized in order to do so.

- Website Content
- Ad / Brochure Copy
- Email Campaign Content
- Social Media Content
- Blogging
VIDEO & MEDIA

How does exceptional video production help your company grow?

In catering to the increasingly short attention span of today’s customer, it’s often better to show it than to simply say it.

When it comes to our video creation capabilities, seeing is truly believing. If you have an idea, we’ll take it to a new level. If you don’t know what you need, we’ll figure it out with you. From script writing to storyboarding and full animation, we’ll deliver a finished product that’s worth well over a thousand words.

• Audio / Visual Capabilities
• Video Animation
• Script Writing
• Radio Commercials

• Post Production
• Explainer Videos
• Storyboarding
WHAT
WE’VE BEEN UP TO
OUR WORK
The two brands beneath the Dunkin’ Brands umbrella – Dunkin’ Donuts and Baskin-Robbins – have created such stellar consumer brands, it makes our job that much easier on the franchise end. We love to push the envelope…and we love that they let us.
When it comes to making science fun, no one does it better than Nutty Scientists. Speaking of fun - we enjoyed completely revamping their consumer site. The colors were bright and the content was exciting. Nutty Scientists makes science stick and now their website will make a lasting impression, too.
Math not making sense is a universal problem and Mathnasium is the solution. However, the franchise site wasn’t adding up to their desired results, so they brought us into the equation. We amped up the emotion and intrigue while improving the process and navigation. Mathnasium knows how to make math make sense and we knew how to make their online presence better.
More than a mom ‘n’ pop, Lo-Lo’s has proven its concept in the Phoenix area with four locations. As we helped them prepare to franchise the concept nationwide, we first had to overhaul their consumer site to reflect a viable, impressive, national presence. This included new design and development of brand voice.
On the franchise side, we started from the ground up. We worked very closely with Lo-Lo’s small team to develop an online presence that was more impressive than they could have imagined. Within seven days of its launch, the site tallied nearly 40 qualified franchise leads.
LO-LO’S CHICKEN & WAFFLES / FRANCHISE DEVELOPMENT MARKETING COLLATERAL

To push leads to the new franchise sales site, we developed various marketing collateral including an informative e-brochure, creative print ads, and enticing online banner ads. Throughout each piece, we maintained our established design elements and unique brand voice.
Marco’s Pizza was in need of a year-long offline campaign to promote its delicious pizza franchise opportunity. We developed print ads and brochures specifically for various target markets across the U.S. The result was a vibrant campaign that directly aided in Marco’s 175+ store growth over the last year.
QUAKER STEAK & LUBE / CONSUMER MARKETING

Paying homage to old gas stations and muscle cars, and known for their wings, the brand’s fun vibe allows us to put the creative back into marketing. We design Quaker’s menu inserts and t-shirts, along with their radio spots, quarterly. Staring at those delicious food images is a tough job, but we’re happy to do it.

**Our popular hand-smashed burger topped with Kentucky Bourbon-glazed onions, crisp bacon, fresh jalapeno and your choice of Swiss, Pepper-Jack or Bleu Cheese with lettuce on a buttery Brioche roll. Served with skin-on Lube Fries.**

**For fully-loaded flavor with a hint of southern sweetness, try smothering all your favorites in our new Kentucky Bourbon Glaze. Hand-crafted especially for you, it’s sticky deliciousness that won’t stick around for long.**

**Our award-winning, lip-smacking baby back ribs basted with our new Kentucky Bourbon Glaze signature sauce. Served with your choice of two sides.**

**Our popular hand-smashed burger topped with house-made Chipotle Cheddar-Pepper spread with crisp sweet pickles and lettuce on a buttery brioche bun. Served with skin-on Lube Fries.**

**OUR POPULAR HAND-SMASHED BURGER TOPPED WITH HOUSE-MADE CHIPOTLE CHEDDAR-PEPPER SPREAD WITH CRISP SWEET PICKLES AND LETTUCE ON A BUTTERY BRIOuche Bun. SERVED WITH SKIN-ON LUBE FRIES.**

**Hand-smashed, seasoned and grilled Steakburger topped with house-made Chipotle Cheddar-Pepper spread with crisp sweet pickles and lettuce on a buttery brioche bun. Served with skin-on Lube Fries.**

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<th>Single Patty</th>
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**ICEBERG WEDGE CHICKEN SALAD**

Crisp cold iceberg wedge topped with bacon chunks, tomato, red onion & Bleu cheese crumbles served with creamy Avocado Lime dressing. Choose grilled boneless skewers or hand-breaded Top Gear Tenders.

**GRILLED CHICKEN SALAD**

Grilled & chilled chicken tenders atop fresh baby greens with diced mango, oranges, sugar pecans, red peppers & scallion served with Mango Asian dressing.

**For fully-loaded flavor with a hint of southern sweetness, try smothering all your favorites in our new Kentucky Bourbon Glaze. Hand-crafted especially for you, it’s sticky deliciousness that won’t stick around for long.**

**Introducing the new Sweet. BOLD. BABY BACK RIBS KENTUCKY BOURBON GLAZED**

**For fully-loaded flavor with a hint of southern sweetness, try smothering all your favorites in our new Kentucky Bourbon Glaze. Hand-crafted especially for you, it’s sticky deliciousness that won’t stick around for long.**
Getting prospects comfortable with the notion of using their retirement money to fund their business is no small task...but it’s exactly what we’ve done. From eye-catching Google ads to interactive landing pages with engaging videos to a world-class website, the company’s sales funnel looks as good as it sounds!
FRANCHISING GIVES BACK / WEBSITE

The goal of Franchising Gives Back is to raise awareness for the charitable acts and leadership performed by the franchise community year-round. We developed a website where franchisors, franchisees and franchise suppliers (like ourselves) are invited to share stories about how they give back in their own communities. The organization, and the new site, is something everyone can feel good about.
JUST A FEW OF OUR CLIENTS
From creative video scripts to direct mailers to full page ads, Wheat takes our ideas and brings them to life while surpassing our expectations (and staying within brand standards of course). With all of that said, we are very happy customers here at Dunkin’ Brands and their services are highly recommended!

Pam Gore / Senior Manager Franchise Recruitment @ Dunkin’ Brands

I've worked with both Susan and Justin in some form now for nearly six years. As marketing individuals, they are phenomenal; as a team, they are unstoppable. Wheat Creative has developed my new website, my landing pages, produced my explainer videos and testimonial videos, and refined my content strategy. It’s a relationship I don’t see changing for the foreseeable future.

Bill Seagraves / President & CEO @ CatchFire Funding

I would like to congratulate you and your team for all the hard work over the last year! You guys directly affect our growth – we will open 175 locations in 2014 and another 175 planned for 2015. I look forward to seeing what your team can do from here.

Lauren Borer / Franchise Recruitment Coordinator @ Marco’s Pizza
WHEAT CREATIVE

OUR GREAT IDEAS
GROW YOUR FRANCHISE

LET’S TALK

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