

CampaignDrive
Powers Melting Pot
Menus & Marketing
Materials





Franchisee Freedom In A Beautiful Brand Framework.

The Melting Pot operates more than 90 restaurants, and delivers superb marketing support to franchisees through the headquarters-based Restaurant Support Center.

Given the brand's emphasis on creating memorable moments for guests, there has always been a heavy focus on the unique details that each location layer onto the Melting Pot experience.

To capture that individuality within brand voice, the Melting Pot needed a system that offered greater design flexibility at the local level, and more advanced product management features for the HQ team to produce the localized menus and marketing materials.





The CampaignDrive tool has been a great success with our franchisees from day one. And for the team at HQ, the template install tools have been great.

Mark Newlin

Manager of Marketing Technology
FrontBurner Brands

Start with Flexible Templates and Customize with Local Promotions

 Pick Your Image


 Edit Your Text

XX COURSES STARTING AT
\$XX XX
PER PERSON


JOIN US WEEKDAY, MONTH DAY
Gather your friends and join us for our signature Brew & Fondue event. XX courses are each paired with an expertly selected craft beer to complement our hand-crafted menu. Discover these delicious duos for just \$XX per person.

4014 Townsfair Way
Easton Town Center
Columbus, OH
614-476-5500

Add Your Partner Logo



MELTINGPOT.COM. THE MELTING POT LOCATIONS ARE LOANED AND OPERATED. RESERVATIONS RECOMMENDED. Offer is valid at this location only. All menu items are priced per person. Tax and gratuity not included. Not valid with any other promotional offer, discount or rebate. See store for details or restrictions.



Add a Logo





Last chance!
Oktober FONDUE FEST



XX COURSES STARTING AT
\$ 35 99
PER PERSON

JOIN US WEDNESDAY, SEPTEMBER 21
Gather your friends and join us for our signature Brew & Fondue event. 5 courses are each paired with an expertly selected craft beer to complement our hand-crafted menu. Discover these delicious duos for just \$25 per person.

4014 Townsfair Way
Easton Town Center
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Superb Templates in Minutes

The design experts at the Melting Pot's Restaurant Support Center work in a hive of productivity, generating seasonal and event specific creative with enormous breadth of brand voice and visual complexity.

The team takes advantage of the system's InDesign Import capability to make the transition from finished comp to active template—often in a matter of minutes.

+ New PAGE
+ New TEXT layer
+ New IMAGE layer
+ New LOGO layer
Zoom
Layers
Dollar Sign
Dollar
Cents
Per Person
Disclaimer
Background

3 COURSES
\$00.00

Every Wednesday is Friendsday!

BEST FONDUE FRIENDS FOREVER

Share delicious dips and sips with your besties! Enjoy our **NEW! Bacon Mac & Cheese Fondue**, a fresh salad, and our **NEW! Lavender & Blueberry White Chocolate Fondue**. Add a handcrafted cocktail from our Shareable Sips menu for the perfect get-together.

Reserve your table now!

Minimum purchase of \$50 required for 3- and 4-course options. Not valid with any other offer or discount. *TAXES INCLUDED.

To learn more about the CampaignDrive brand-to-local platform, **visit www.pica9.com**