



ADVANCED CARE
ANIMAL HOSPITAL

FRANCHISES



Case Study #10:

KEEPING DESIGNS FRESH AND FUN

IDEAS FOR: Franchises, Business Services, Retail, Product/Service Marketing

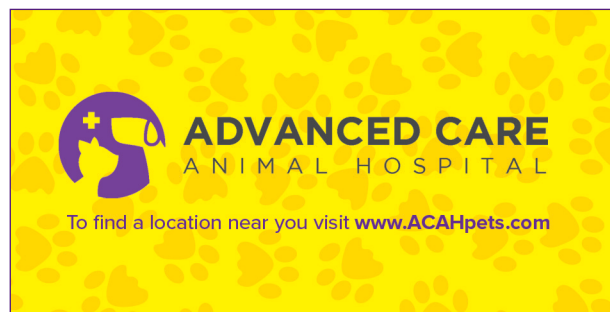
Advanced Care Animal Hospital focuses on building their brand with positivity, vitality, and fun. Their corporate web store supports each franchise with promotional materials, collateral, uniforms, and other fun and useful products to help them run their businesses.

Because of the nature of franchise operations, it is important for the hospital to keep products fresh and new, and run ongoing promotions to entice franchise engagement and ultimately re-orders.

-  Each year they worked with their distributor to create **4 to 6 different designs** that were congruent to **various styles in pop culture**. A large imprint area was necessary to capture each of the location's information, while **retaining the fun and colorful nature of the pen**.
-  Choosing the Vision Brights Frost pen as their signature web store item allowed the hospital to stay creative without disrupting the efficiency of their distribution program. The **24-hour turnaround time, low order minimums**, selection of over a **dozen trim colors**, and virtually limitless design options made it easy to keep the program fresh and creative.



Item: #CNG - Vision Brights Frost



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