

CASE STUDY

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# **WAYBACK** **BURGERS®**

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## Serving Up Localized Marketing for Franchisee Success

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**HOW VYA HELPS WAYBACK BURGERS  
SUPPORT THE LOCALIZED MARKETING  
NEEDS OF ITS RAPIDLY GROWING FAST  
CASUAL RESTAURANTS FRANCHISE**



Simplified Marketing Systems

# Overview

Wayback Burgers, America's favorite hometown burger joint, is one of the nation's fastest-growing burger franchises. The organization was recently named to the Franchise Times Top 200+, a comprehensive ranking of the 500 largest U.S. franchise systems. The franchise is on a sizzling growth track, with more than 520 contracted locations, 156 of which are currently in operation in the U.S. and around the world.

Success has turned up the heat on Wayback's marketing team to find ways to efficiently support its growing network of franchisees. This is what led Wayback to discover Vya and its franchisee-focused approach to localized marketing.

## WAYBACK BURGERS®

### CASE SNAPSHOT

**Industry:** Fast Casual Restaurants

**Company:** Wayback Burgers, America's favorite hometown burger joint, is one of the nation's fastest-growing burger franchises.

**Challenge:** Give franchisees the localized marketing tools and support they need to consistently deliver the level of quality and service embodied in the Wayback Burgers brand.

**Solution:** Vya localized marketing services, including marketing resource management and print production services, with a focus on supporting limited time offers.

# Challenges

An important ingredient in Wayback Burgers' success is its commitment to provide franchisees the tools and support they need to consistently deliver the level of quality and service embodied in the Wayback Burgers brand. In its quest to fulfill its promise to franchisees from a marketing perspective, Wayback identified several challenges that offered opportunities for improvement, including:

- **Brand compliance and management of marketing resources** across its growing franchise organization,
- **Processing and fulfillment of customized materials** to free up marketing staff for more strategic initiatives, and
- **Franchisee engagement and effective execution of limited time offers (LTOs)** to attract guests to ever more locations.

# Solution

Wayback Burgers turned to Vya and its scalable marketing resource management system for its ability to address the burger franchise's marketing needs today and as it grows. Combining marketing resource management software and print production services, Vya helps Wayback Burgers efficiently print, fulfill, and track localized marketing materials and promotional inventory, making it easier for franchisees to execute marketing campaigns at the local level.

Regarding the decision to choose Vya, Wayback Burgers' Director, Brand Strategy & Creative Dylan Briotti explains, "Vya is an all-in-one solution that provides all the necessary support."

## **THE SECRET SAUCE: MARKETING RESOURCE MANAGEMENT**

Vya's marketing resource management system enables Wayback Burgers' corporate marketing team to efficiently manage its marketing assets while giving franchisees easy-to-access and -customize, approved marketing materials for their local campaigns.

“Managing our marketing resources and assets was very much a manual process,” recalls Briotti. “Before introducing Vya’s system to our organization, the marketing team would process requests via email, and keeping up was a challenge and resulted in delays, even for materials that were already created.”

Using the Vya system, franchisees can easily place online orders for a range of marketing services, including:

- competitively priced short-run, low quantity, large-format printing
- in-restaurant POS items (e.g., menus, static clings for windows, counter displays)
- promotional products (e.g., employee apparel – visors, work shirts, aprons)
- materials for special campaigns and limited time offers throughout the year

“Vya’s system solves two of our main challenges when it comes to sharing and organizing a library of marketing assets,” explains Briotti. “First, it provides a centralized platform where our users can find pre-templated and fillable creative instead of searching multiple sites. We are able to provide all of our assets, digital content, and print

collateral on a one-stop shop. Secondly, for times when franchisees need completely custom creative, Vya provides a creative request platform and process that makes it very easy to manage, communicate, and track our 150-plus restaurants all from the same dashboard.”

## **DATA-DRIVEN EFFICIENCY & COST SAVINGS**

One of the most valued features of the Vya system is location profile management, which allows Wayback Burgers to store data specific to each location, such as hours of operation, product pricing, structural and restaurant configuration details, such as number of tables and windows.

Menu item prices stored in the location profile can be determined by the franchisee, based on varied pricing tolerance in local markets. Calorie count data is also housed in the location profile for each menu item, but this data is locked down, ensuring the use of accurate and consistent nutritional information across all locations. Each time a franchisee creates a menu board or carry-out menu, the unique location data and the corporate-controlled data are automatically populated from the location profile, eliminating the need to retype this information each time a menu is produced, reducing typos and increasing accuracy.

## WINNING COMBO: BRAND COMPLIANCE + LOCAL CUSTOMIZATION

Wayback Burgers has a reputation for delivering short-wait, cooked-to-order burgers and thick, hand-dipped milkshakes in a comfortable and welcoming environment. Consistently reinforcing its brand is essential to its ongoing success.

As Briotti suggests, “Brand compliance is very important to a growing brand like Wayback Burgers. The ability for our franchisees to customize within our guidelines and order artwork on their own has been extremely helpful in simplifying our process.”

Vya drives this value home by simplifying the process of ordering branded materials. Whether templated or through the systemized custom request process, Vya enables local customization of branded materials, along with data management and variable printing of materials and kits based on individual location profiles that are maintained in the system.

“In addition to making local creative more efficient, Vya has also simplified ordering national marketing kits,” says Briotti. “In the middle of our re-branding efforts, each restaurant had multiple variations in their collateral depending on sizing and quantities. But by keeping track of those standards inside our Vya dashboard, we were able

to order kits specific to each location by simply running an automatic report.”

## SUPPORT FOR LTOs

One of the ways Wayback Burgers helps its franchisees attract new guests is through the promotion of limited-time offers (LTOs). Its annual #FreeShakeDay, which celebrates the first day of summer by giving away free shakes to guests on June 21, can boost sales by as much as 25 percent, as guests come for their free shakes and purchase burgers and fries to complete their meal.

**NOW, WHEN WAYBACK'S MARKETING TEAM CREATES PROMOTIONAL ITEMS FOR A NEW LTO, THE VYA SYSTEM DETERMINES WHAT MATERIALS ARE SENT WHERE.**

Wayback believes strongly in the ability of LTOs to drive business to local franchisees, and for this reason, franchisee participation is required. But, deploying LTOs across more than 150 locations presents logistical challenges. Each location has its own unique configuration and requirements. Before Vya, Wayback would often ship all available LTO materials to every location, even if certain restaurants could not use all materials, simply because it was easier than manually determining which location required which materials.



Now, when Wayback's marketing team creates promotional items for a new LTO, the Vya system determines what materials are sent where. Wayback's LTOs typically include an average of a dozen items, from window clings, sneeze guards and menu board labels to napkin holder inserts, flyers, as well as a kit instruction guide, with directions on how and when to use each promotional piece. Once Wayback initiates the campaign, Vya processes orders and fulfills the kits for more than 150 locations, based on location profiles within the system. Order quantities and specific items to be shipped are driven by details in the location profile, including number of tables and windows. So, each location receives the appropriate number of window clings and napkin holder inserts based on the data in its location profile. Each location sees the order in its account and receives a shipping notice with tracking information.

With the Vya system, Wayback Burgers is able to efficiently deliver the marketing materials each franchisee needs to maximize its own success around #FreeShakeDay and other LTOs. The cost savings is tremendous and waste is reduced significantly.

## TRAINING, SUPPORT & FRANCHISEE ENGAGEMENT

Change can be difficult. That's why Vya provides extensive user support – for the Wayback Burgers corporate marketing team as well as for franchisees – and a designated Vya account manager to ensure successful execution of plans and projects. It has made the difference in franchise's ability to maximize the value it derives from the Vya system.

“ VYA UNDERSTANDS OUR BUSINESS AND THE NEEDS OF OUR FRANCHISEES.

Briotti explains, “Initially we were concerned that the franchisees and corporate staff would find it frustrating to learn a new platform. One of the keys to Vya's training process is the high level of support and accommodation the training team provided. Vya held multiple training sessions with the corporate office and then followed up with several webinars with our franchisees across the country.”

# Results

## 50% DECREASE IN CUSTOM REQUESTS

Since engaging Vya, Wayback Burgers has successfully addressed its efficiency challenges related to management of marketing assets and requests for custom materials. According to Briotti, “With the option for franchisees to create and order custom artwork from our fillable templates, our art department has seen custom requests decrease by over 50 percent.”

“ WITH THE OPTION FOR FRANCHISEES TO CREATE AND ORDER CUSTOM ARTWORK FROM OUR FILLABLE TEMPLATES, OUR ART DEPARTMENT HAS SEEN CUSTOM REQUESTS DECREASE BY OVER 50 PERCENT.

This has allowed corporate marketing to effectively support its growing network of franchisees while freeing them to focus on more strategic activities. More importantly, it enables franchisees to easily and effectively execute successful, brand-compliant marketing campaigns in their local markets.

## MEASURABLE INCREASE IN SALES FROM LTOs

Wayback Burgers reported an 8.3 percent increase in year-over-year sales, attributed to a successful National Hamburger Month campaign with daily LTOs throughout the month. Vya has made it easier for the franchise to execute these kinds of limited-time offers at the local level.

## MARKETABLE BENEFIT

Wayback Burgers is now able to highlight the demonstrated value Vya brings to current franchisees as a benefit to attract new prospects. Briotti confirms that when talking with prospective franchisees, “We highlight the accessibility and effectiveness that Vya provides.”

# Conclusion

From brand compliance and effective management of marketing resources, to efficient fulfillment of customized marketing materials and increased sales from effective execution of limited time offers, Wayback Burgers has solved a number of its localized marketing challenges with Vya's help.

Wayback Burgers' partnership with Vya supports the franchise's approach of making it easy for those who want to get into the restaurant business. Key to this is simplifying the marketing solutions the franchise provides to franchisees along their path to becoming successful Wayback Burgers franchises. Wayback's Briotti explains that Vya has been the ideal partner in support of this mission, in large part, because, "Vya understands our business and the needs of our franchisees."

**WAYBACK BURGERS IS NOW ABLE TO HIGHLIGHT THE DEMONSTRATED VALUE VYA BRINGS TO CURRENT FRANCHISEES AS A BENEFIT TO ATTRACT NEW PROSPECTS.**

## LET'S DISCUSS.

I hope this Wayback Burgers case study provided helpful insights. As you consider your own unique marketing challenges, please call me at 513-552-0143 or email me at [sales@vyasystems.com](mailto:sales@vyasystems.com) to discuss how Vya may be able to help.

You can also request a demo [here](#).



Allan Greer

## ABOUT VYA

Leading companies partner with Vya to streamline marketing operations. We simplify multi-channel marketing execution (digital, print, mail, promotional products) through our marketing resource management system and in-house production services. With Vya, you can enable field teams to easily order branded materials, simplify local campaigns and events, streamline custom creative request management, and more.



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