

Securing global brand management



Discover how a global restaurant franchise network operating 126 locations across 16 countries transformed its marketing operations with Papirfly.

By unifying Templated Content Creation and Digital Asset Management, the franchise accelerated campaign delivery, strengthened global consistency, and empowered every franchise location to produce on-brand content with confidence — no matter the market.

Securing global brand management

A global restaurant franchise with 126 locations across 16 countries needed a more efficient way to manage marketing at scale while protecting its brand identity.

Each franchise location required menus, promotional materials, social media assets, and localized campaigns — often produced under tight deadlines and with varying market needs.

To support this complexity, the organization implemented Papirfly's brand management platform.

By combining Templated Content Creation and Digital Asset Management, the franchise provided every operator with instant access to approved templates, brand assets, and campaigns in one centralized hub — ensuring brand consistency without slowing down speed to market.



“Our global setup demands fast delivery of diverse marketing materials. It is essential that we can deliver on time, regardless of restaurant or region, while staying true to our brand.”

— Project Manager,
Global Restaurant Franchise



Vertika Hospitality

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- Our Brand >
- Brand guidelines >
- Brand assets >
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Germany

Spain

- More options
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Empower every location

With franchise restaurants operating across diverse regions and cultures, the brand needed a platform that empowered franchisees to execute marketing confidently — without relying on the central team for daily requests.

Papirfly delivered a user-friendly environment where every franchise location could immediately access the right tools, templates, and assets.

Whether producing social media content, adapting seasonal campaigns, or updating menus in multiple languages, franchise operators gained the autonomy to localize materials quickly while staying fully aligned with the global brand.

Protect your brand everywhere

Papirfly's Digital Asset Management solution housed the franchise's full library of approved visual and brand assets — ensuring every franchise operator worked from accurate, up-to-date materials.

Central marketing maintained full governance, guaranteeing that only the latest, approved versions were available.

Franchise teams benefited from intuitive search and filtering, making it easy to find exactly what they needed while maintaining compliance with brand standards.

This strengthened global brand protection, improved efficiency, and ensured consistent execution across all 16 countries.



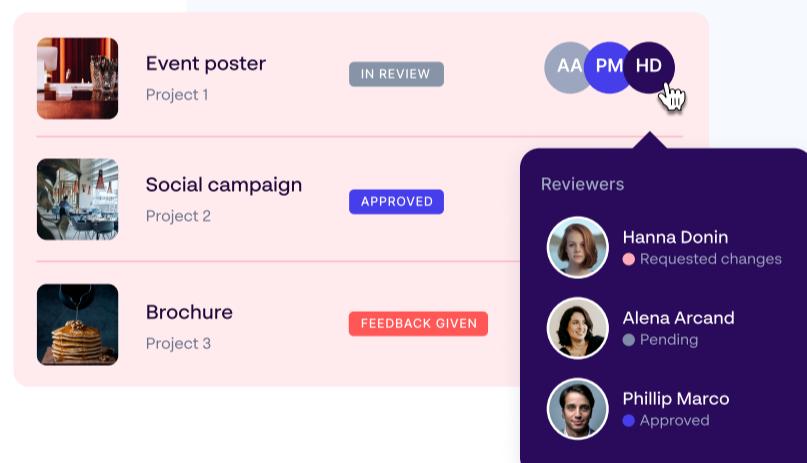
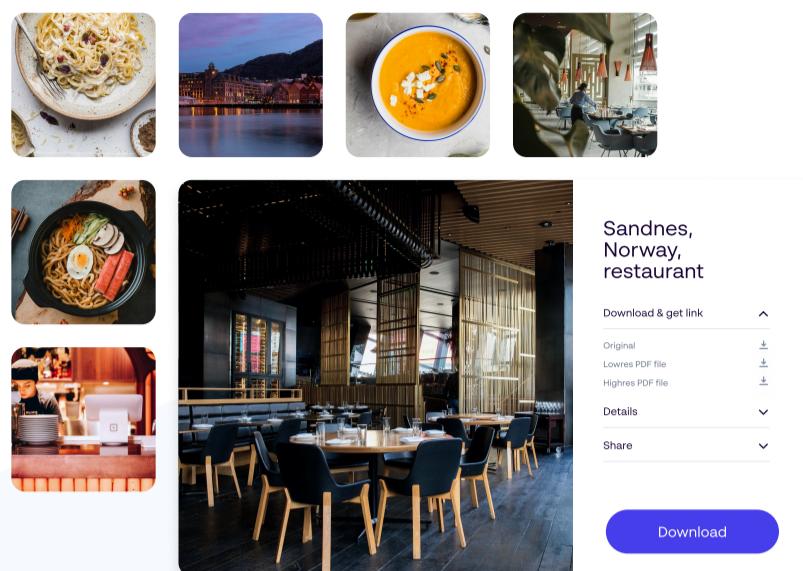
Scale content with confidence

With Papirfly's Tempered Content Creation, franchise operators could adapt marketing materials quickly — without requiring design skills or external support.

Editable fields allowed for controlled localization, while brand-critical elements such as colors, fonts, and layouts remained protected.

Menus, promotional assets, event materials, and social graphics could be created in minutes, reducing production timelines by more than 80 percent.

By eliminating repetitive requests and freeing central marketing from day-to-day execution tasks, the franchise achieved both greater efficiency and stronger brand clarity.



Align every market

Managing promotions and campaigns across 16 countries required precise coordination between central marketing and every franchise location.

Using Papirfly's planning and activation tools, the franchise gained a unified overview of upcoming campaigns, seasonal promotions, and social content.

Every location could see what was launching next, access pre-approved assets, and activate campaigns on time — improving alignment across the entire franchise network.

This unified approach strengthened brand presence, improved operational efficiency, and ensured that customers experienced a consistent brand across every location.

Discover how Papirfly empowers global franchises to stay on-brand at every touchpoint

Papirfly equips brand and marketing teams to scale success across every franchise location.

With **Templed Content Creation** and **Digital Asset Management**, we help global franchises deliver consistent, on-brand content at speed — while freeing central teams to focus on strategic brand growth.

Visit papirfly.com to learn more.