

"Telling the Story" Creates Rapid Franchise Growth for Pizza Fusion



Project Summary

"Why can't we provide healthy food?" This simple question asked by Vaughn Lazar, CEO of Pizza Fusion, launched one of today's hottest brands and franchise chains.

Healthy, socially and environmentally responsible food and operations are the core of this fantastic, 50-store and growing franchise, named both the "Greenest" and the "Fastest-growing" franchise by Franchise Times. With headlines and a positioning like this, you had better Walk the Talk!

In a year-long process, Image 4 and Pizza Fusion staff conceived, designed and prototyped an cohesive branded interior program. Working with Casa Conde interior design, we researched customer interaction, developed positioning statements, and designed graphic messaging to communicate the Pizza Fusion story to the consumer, and to enhance the franchise brand.

Image 4's wayfinding, merchandising and brand deliverables helped to create the country's first LEED-Silver franchise. 100% P/C-waste recycled fabric graphics adorn the walls and windows. FSC-certified wood is used for signs and murals. Of 230 SKU's, 70% are "green".

In addition to all interior and exterior signs, graphics, menu boards and fixtures, Image 4 staff install many facilities, including exterior signs and vehicle decals. Pizza Fusion's Heart-Healthy approach is healthy for owners, consumers and the environment!

Project Budget

Program Development: \$40,000 Unit Production and Installation: \$21,500

IMAGE 4 / WE TELL YOUR STORY!SM

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