

Case Study zpizza



Growing a Franchise

Challenge

Differentiate a hot, new emerging pizza chain with a special focus on organic products from a sea of established players.

Solution

Brandstand Group completed a Brand Audit to fully understand the zpizza brand and guest. Based on the data, the brand was refined and a series of knowledge-based marketing campaigns focusing on "organic" and "healthy way of life" messaging were implemented to educate consumers about what makes zpizza so special.

Result

zpizza experienced over 18% AUV growth in the first year of working with Brandstand Group. Today, they have grown from 21 to 100+ units.

– Chris Bright, President - zpizza


Brandstand Group
Targeted. Restaurant. Results.

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