

Content Annotations

- Info around the brand

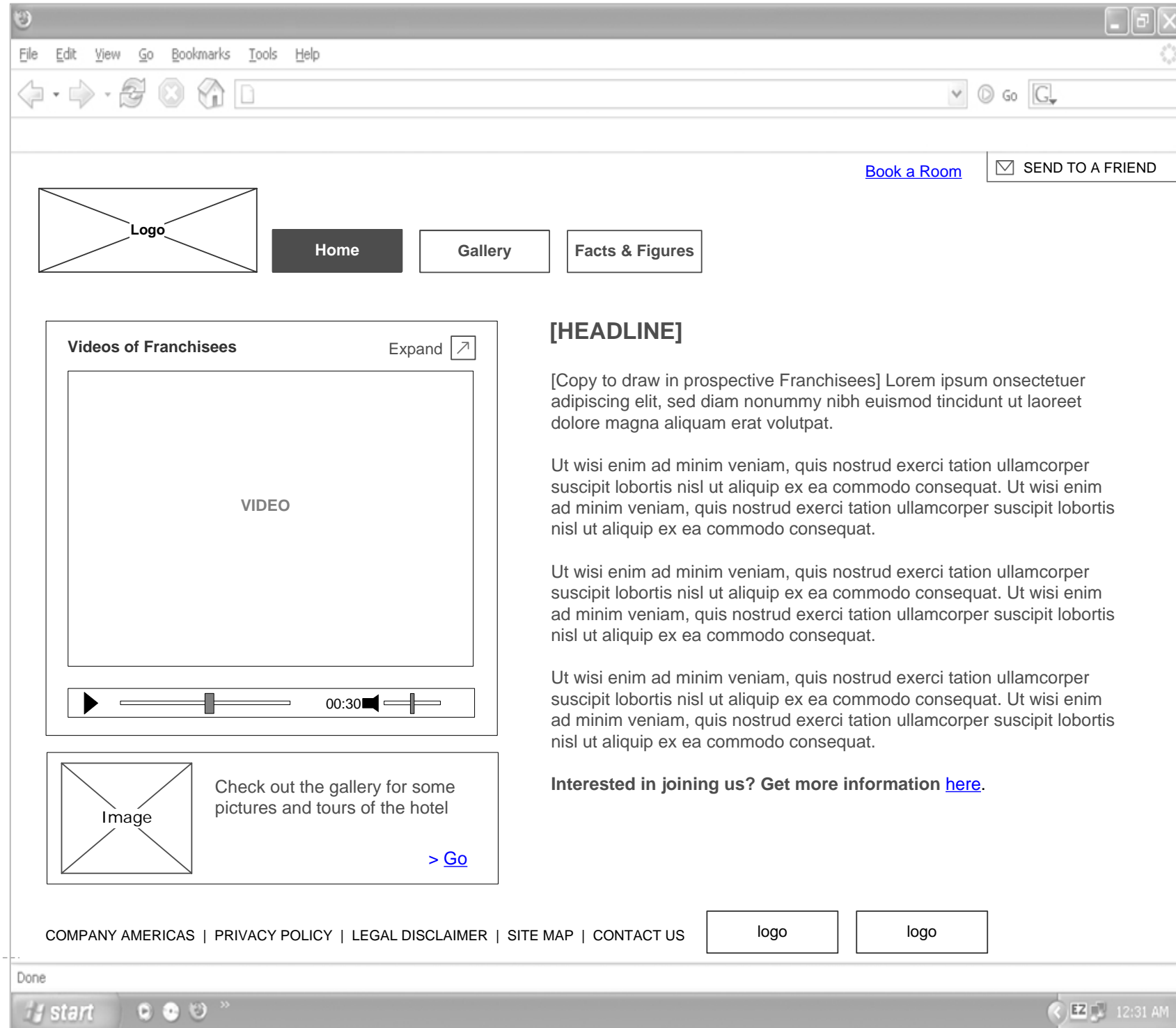
Potential Content:

- Breakdown of the 4 Brand Pillars
- Simple statement about goals for the first year & invitation to help make it happen

User chooses their persona and the site they would like to visit: Franchisee or Media

Functional Annotations

FOLD

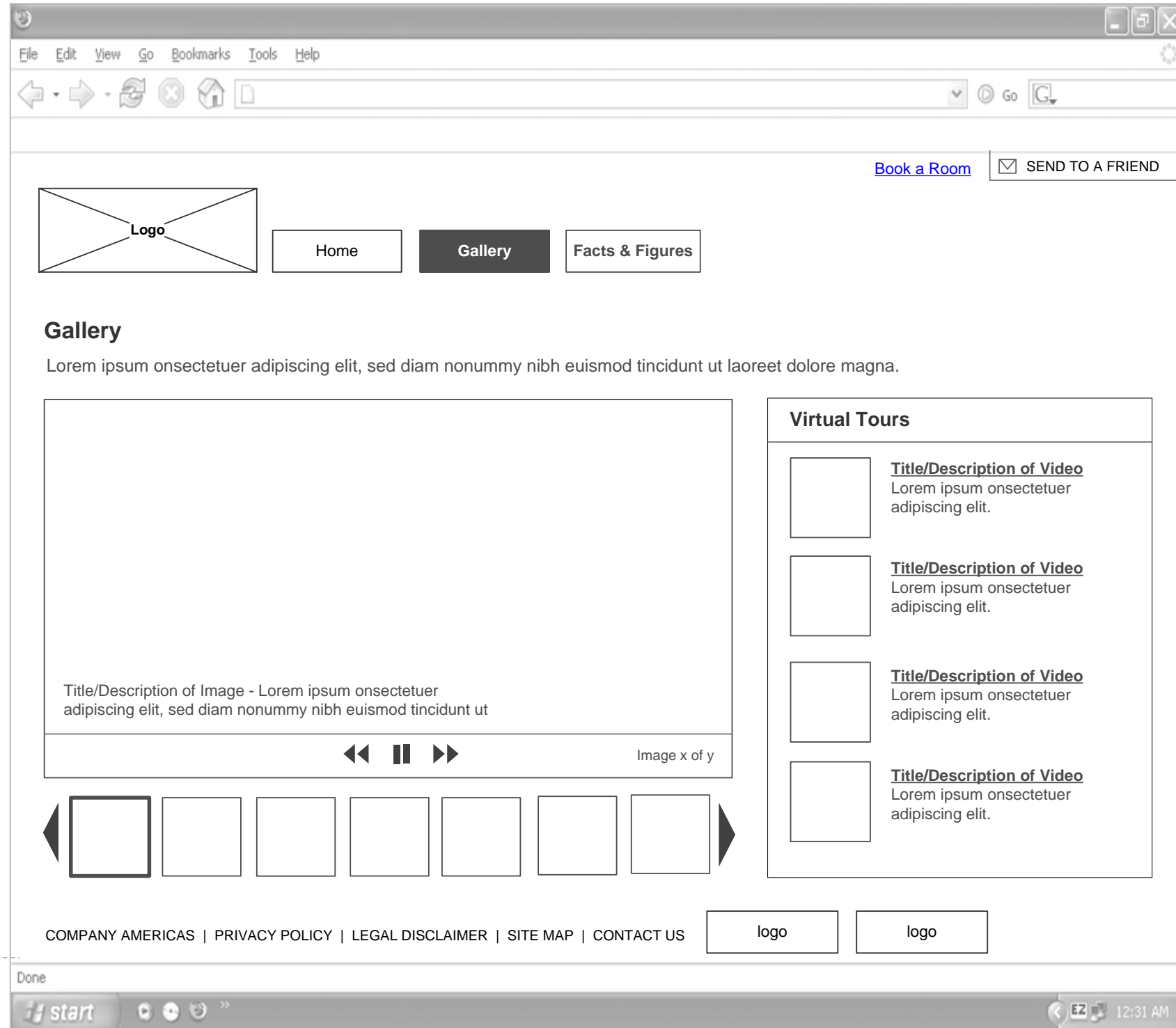


Content Annotations

- Formula for Franchisee Success (Strong, Simple, Successful)
- Why work with this company? (70% stat of 'repeat' partners)
- Question to client re: possible PDF download and content

Functional Annotations

FOLD

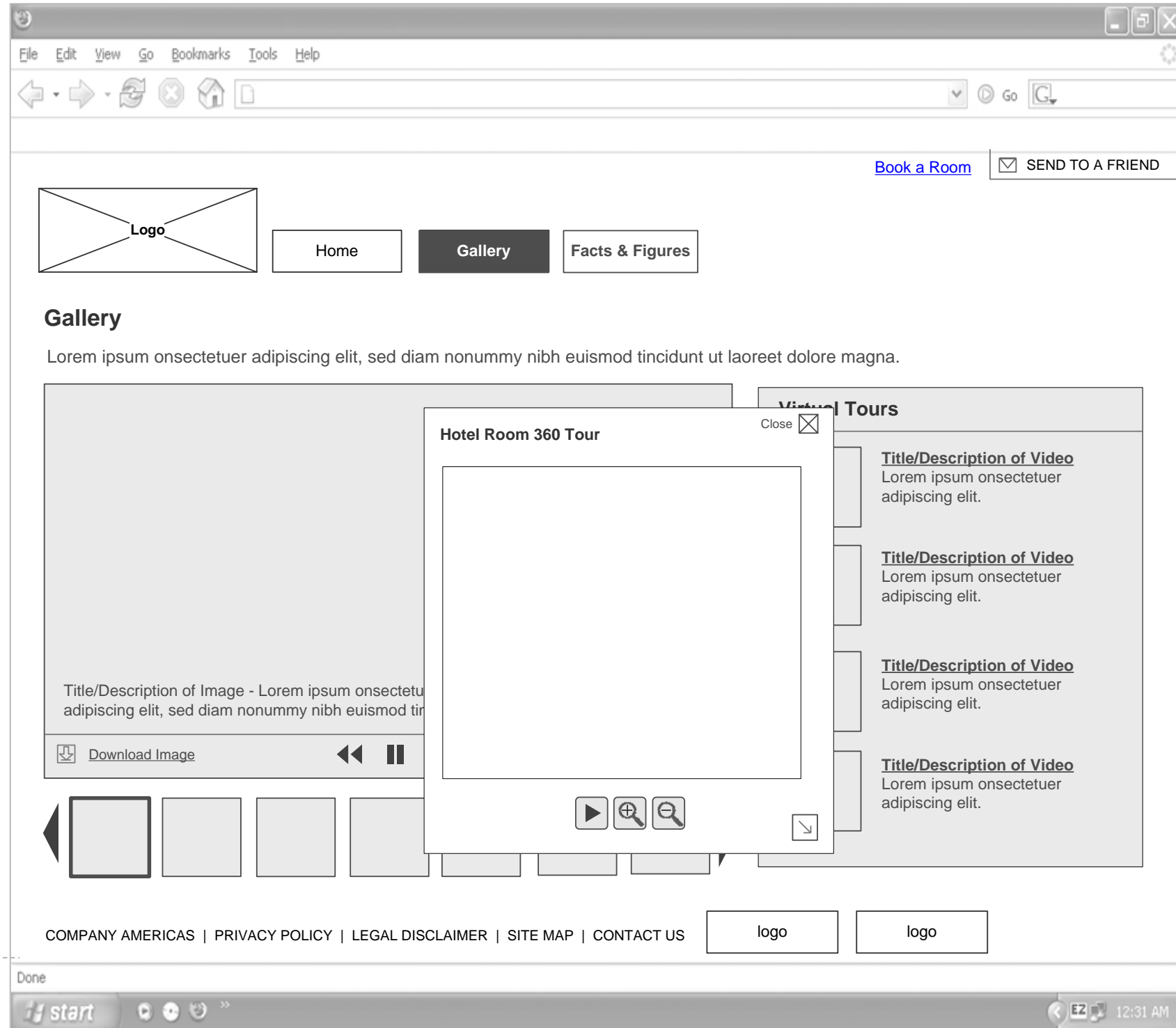


Content Annotations

Slide show as well as links to view the virtual tour videos

Functional Annotations

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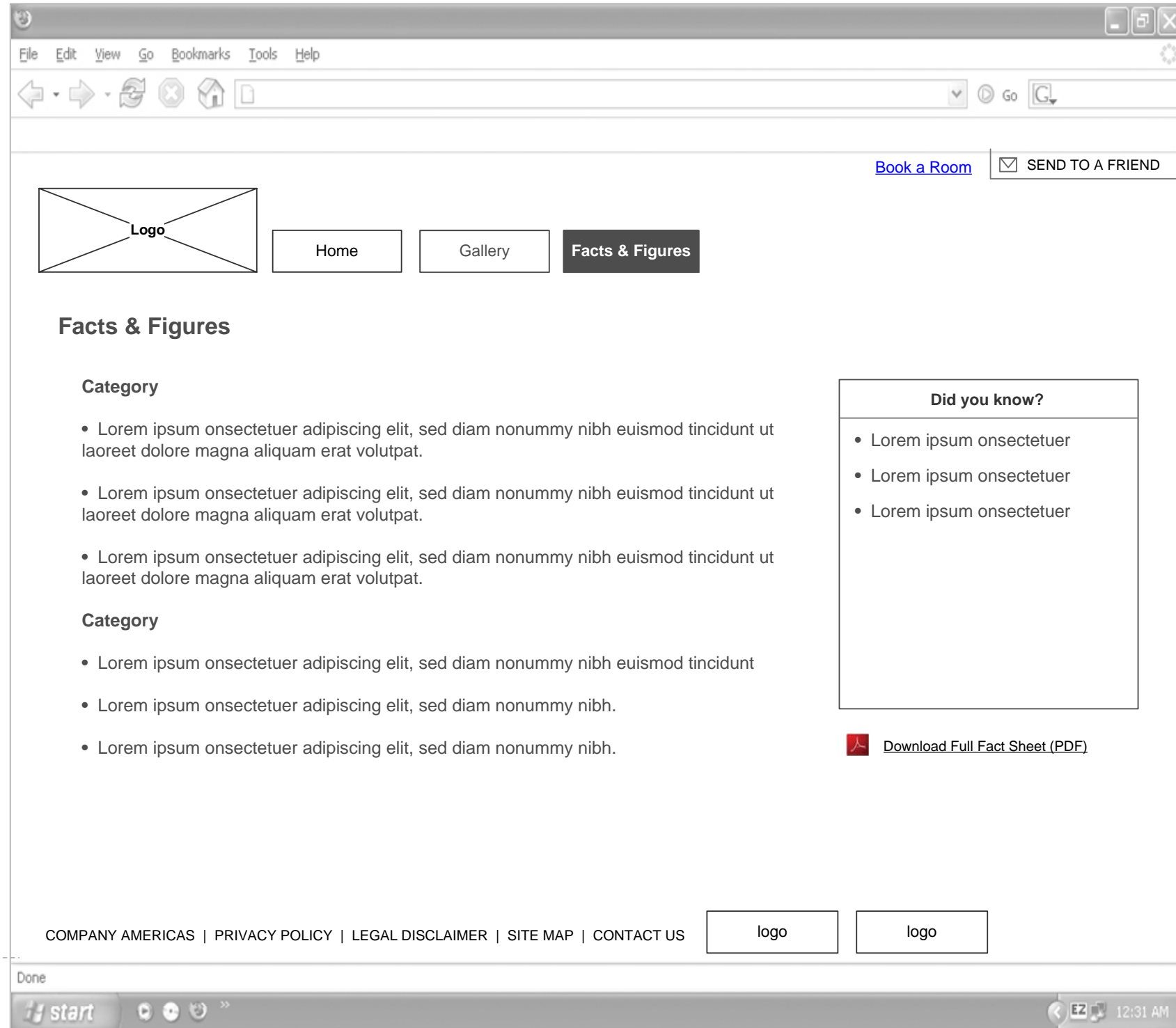


Content Annotations

Functional Annotations

Slide show pops up and starts to play automatically.

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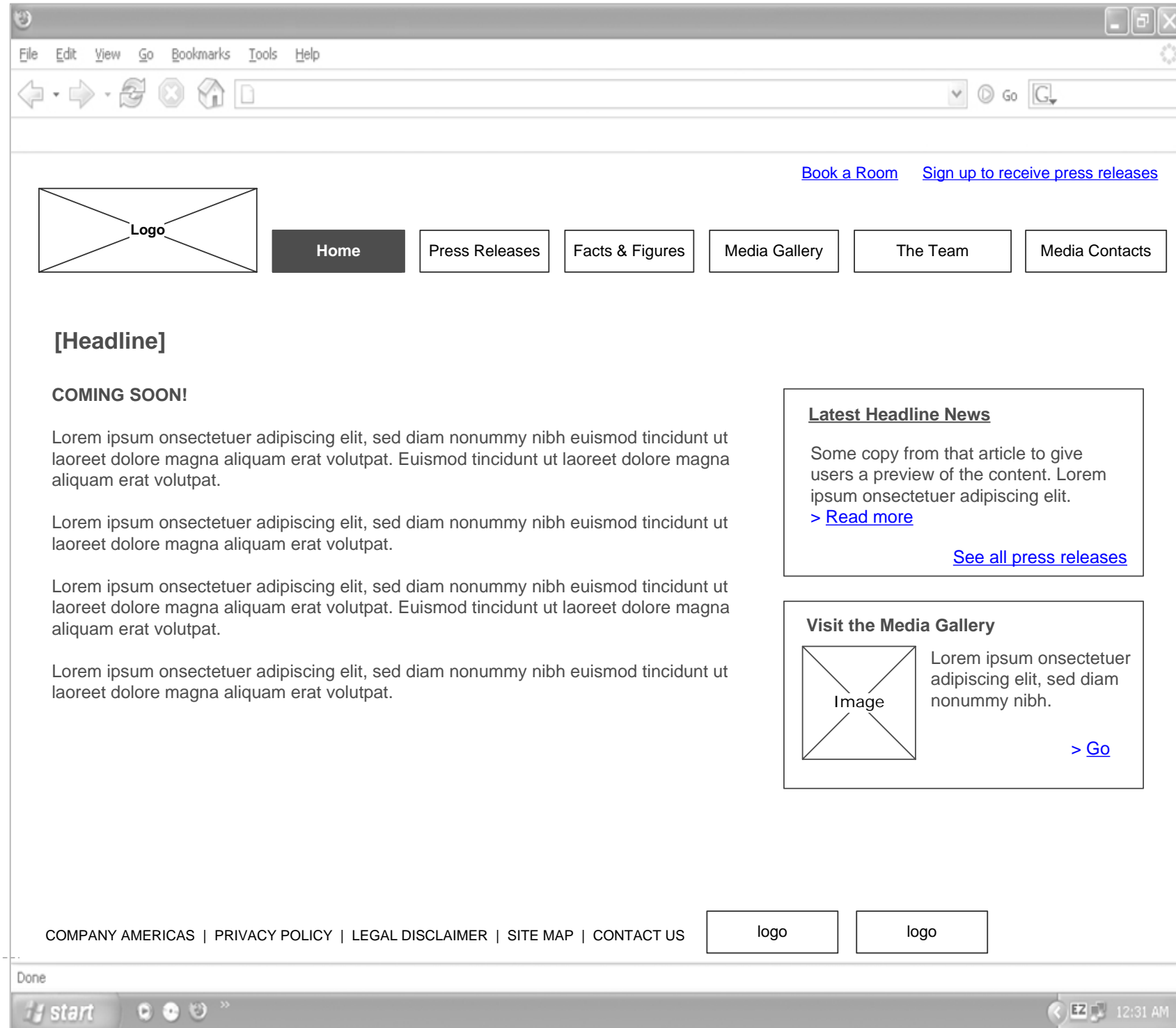


Content Annotations

- Facts should be catered to information of interest in particular to franchisees.
- Why we're great for the UK

Functional Annotations

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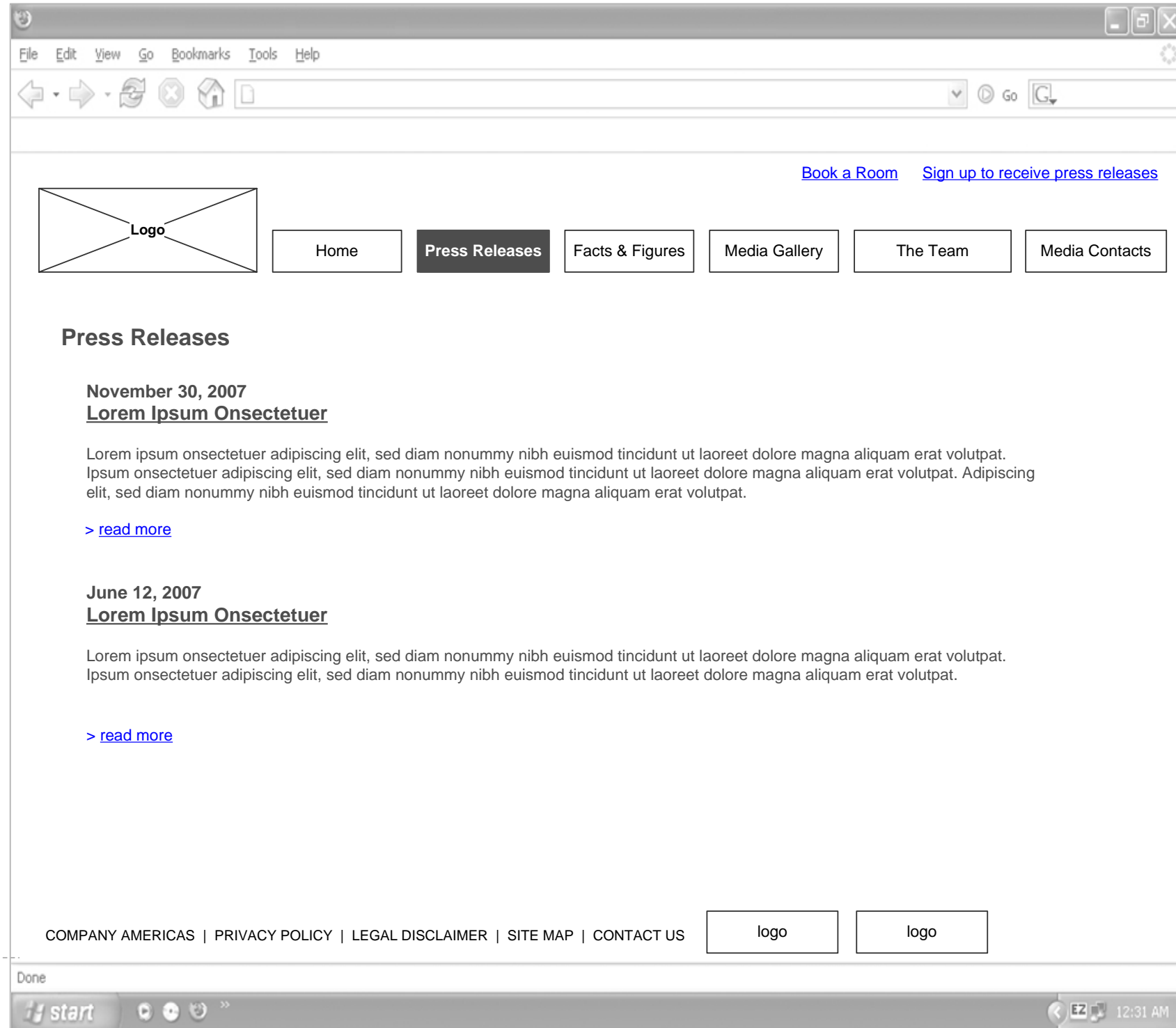


Content Annotations

“Coming Soon” – Potential Content:
-Insert a fun/cheeky message to media asking their assistance in creating newsworthy

Functional Annotations

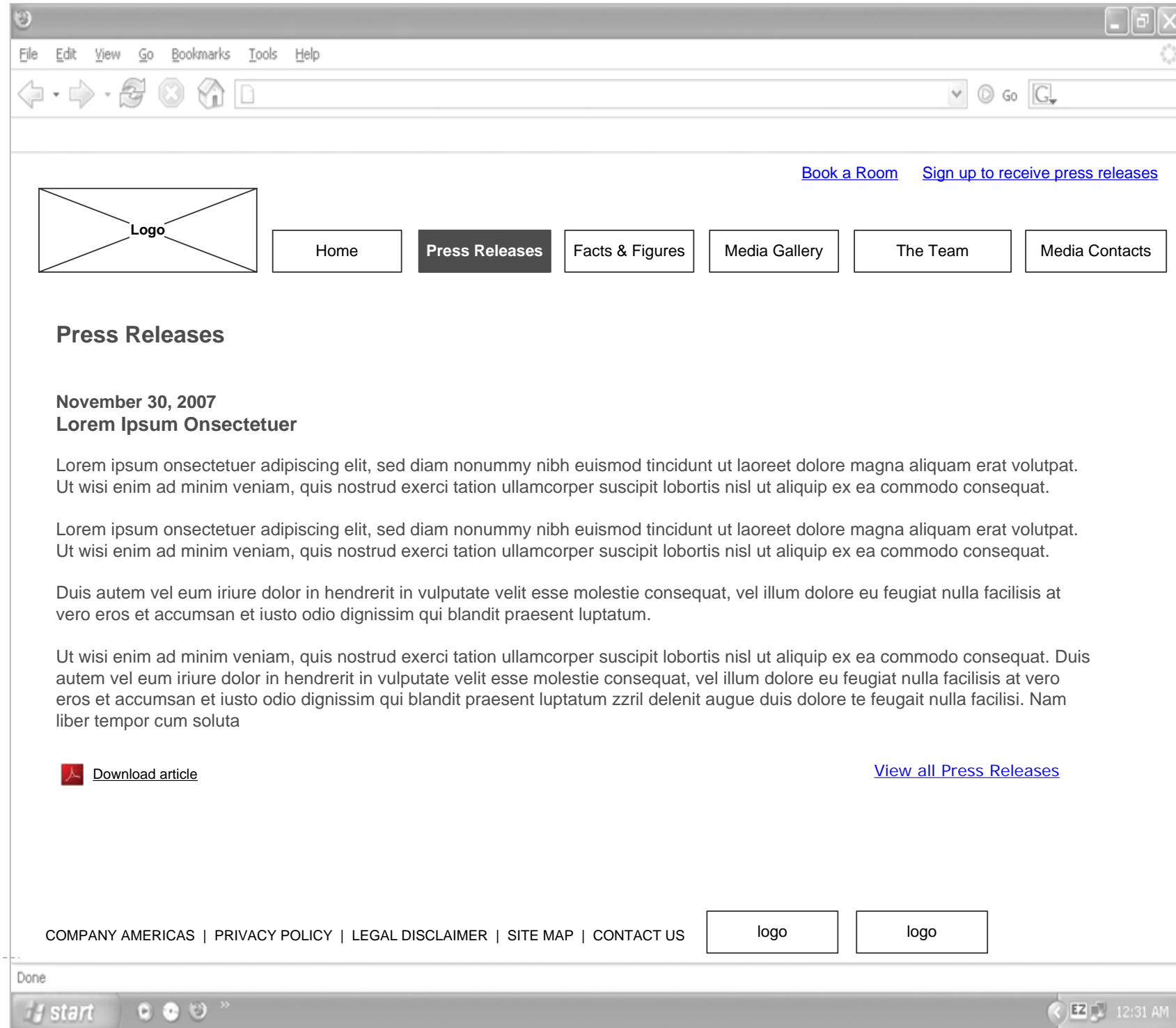
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Content Annotations

Functional Annotations

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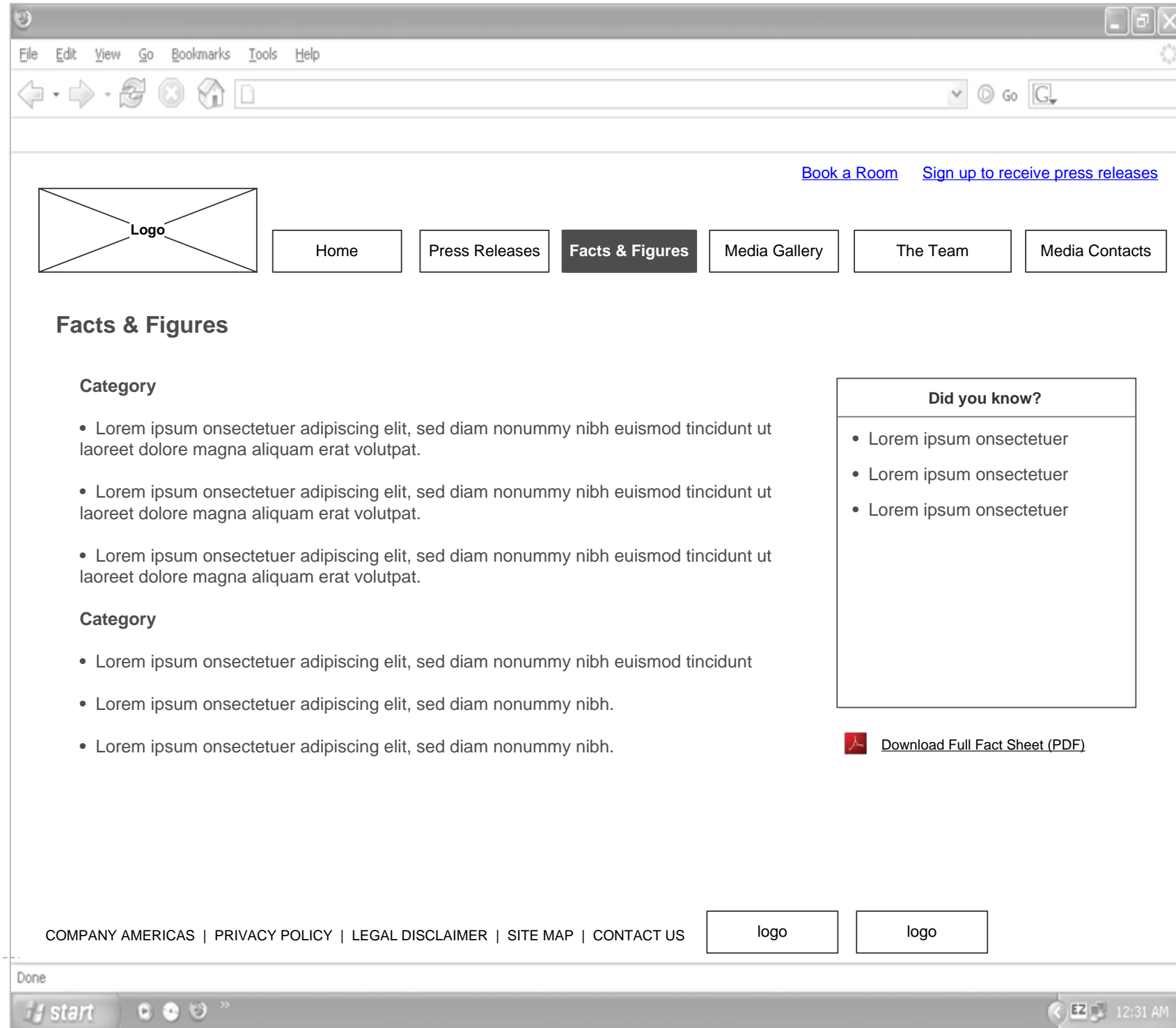


Content Annotations

- News articles - provided by client

Functional Annotations

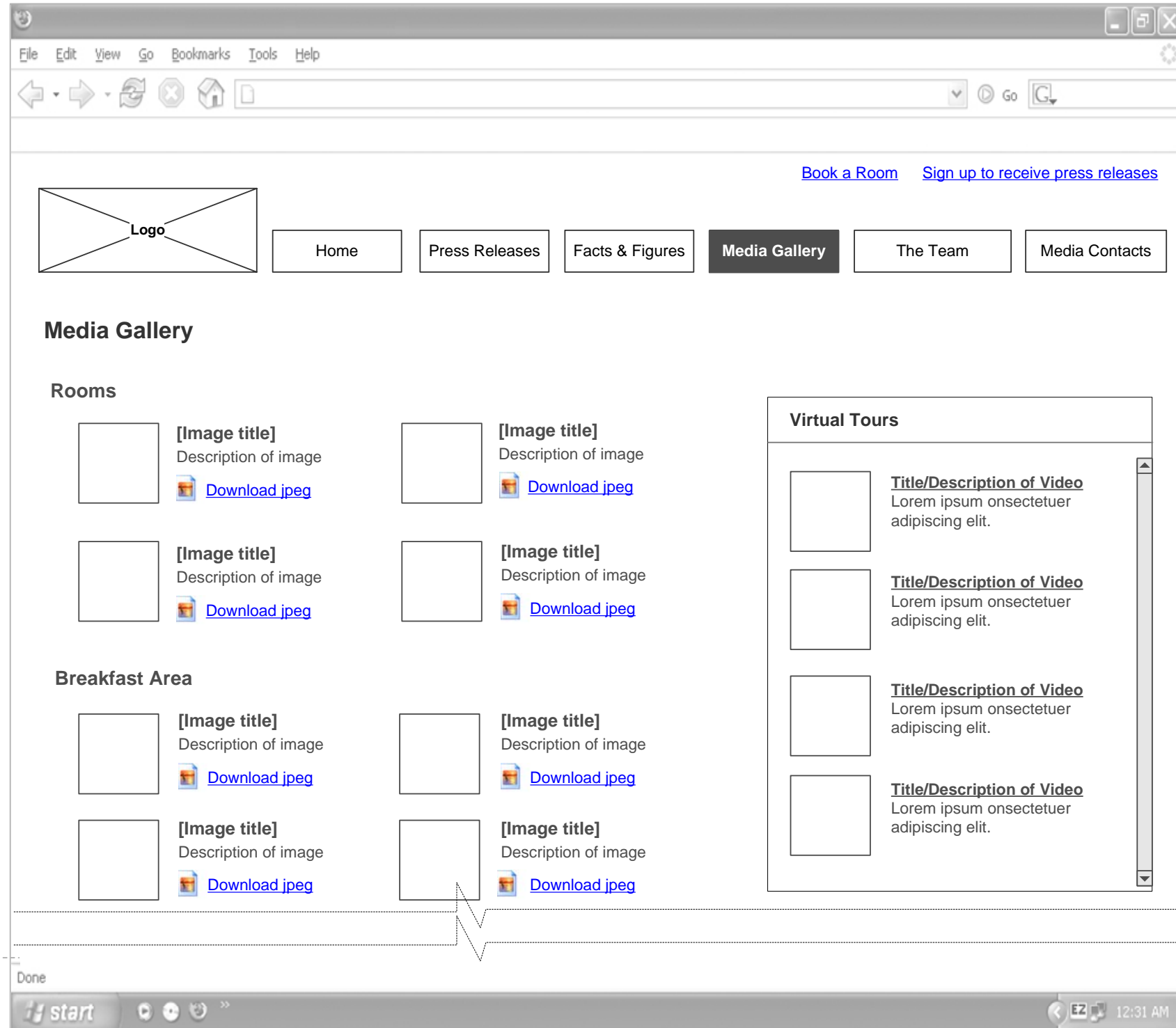
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Content Annotations

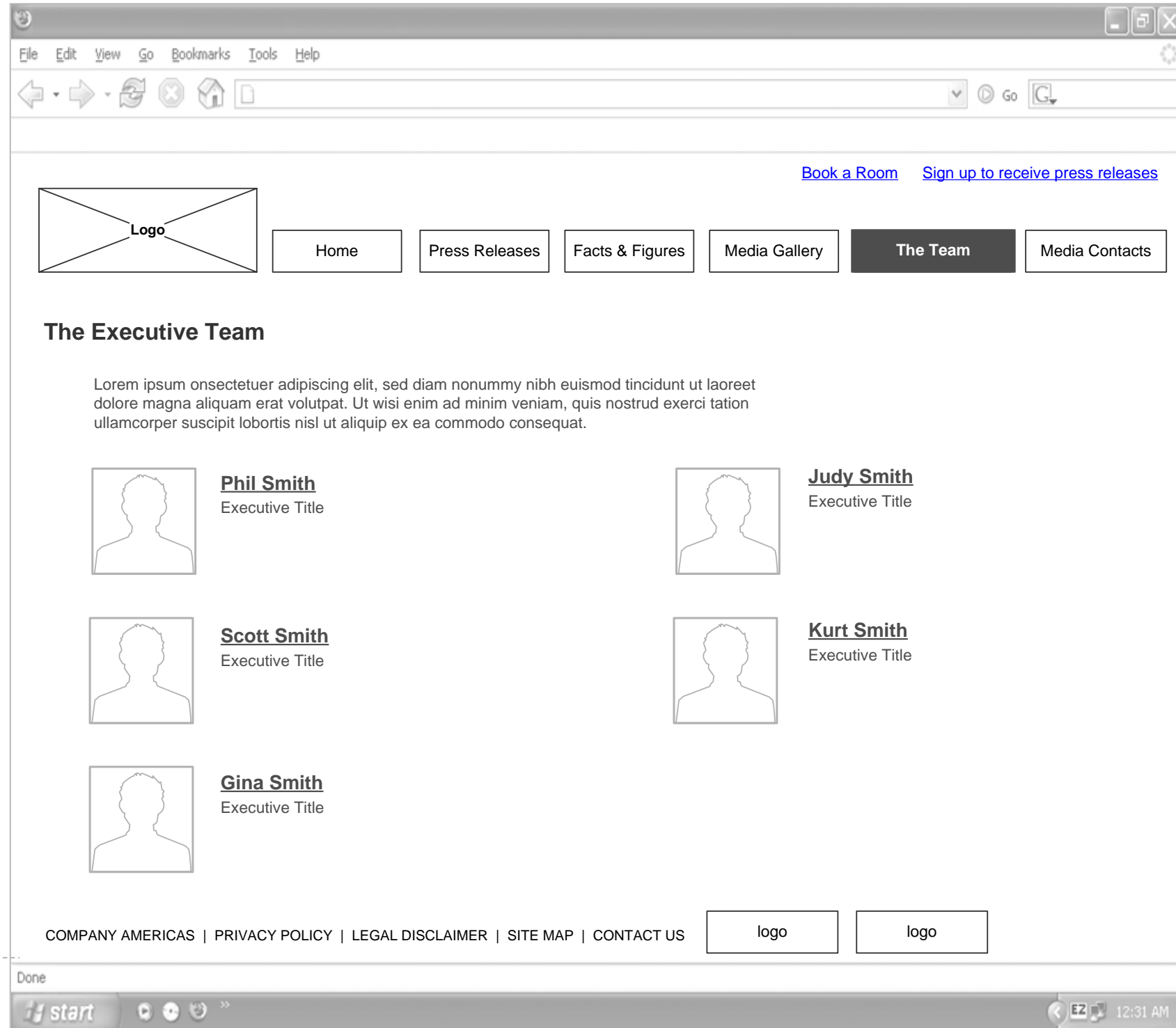
Functional Annotations

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Content Annotations

Functional Annotations

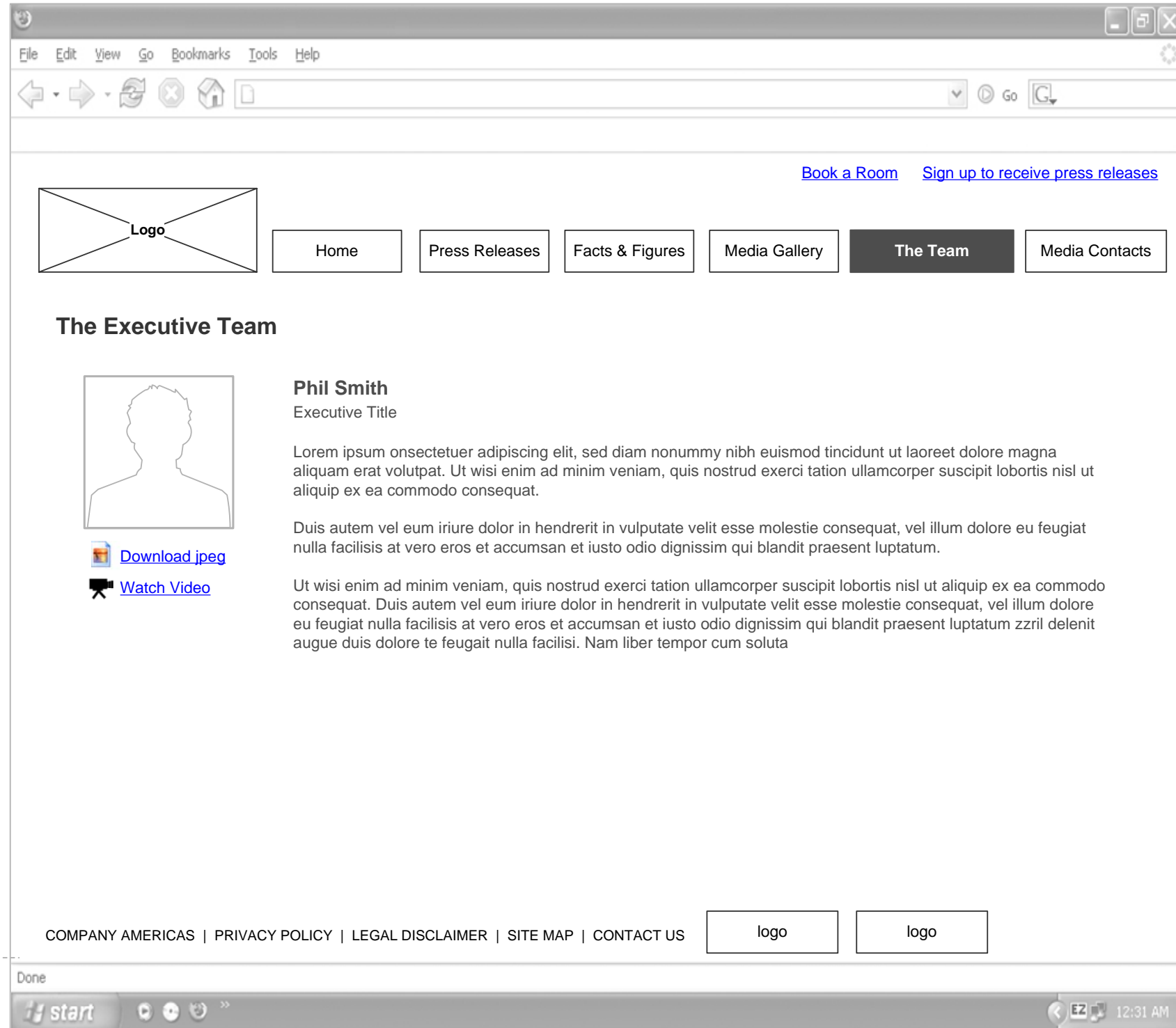


Content Annotations

- Potential Content: Quick blurb about the Management Philosophy (provided by client)

Functional Annotations

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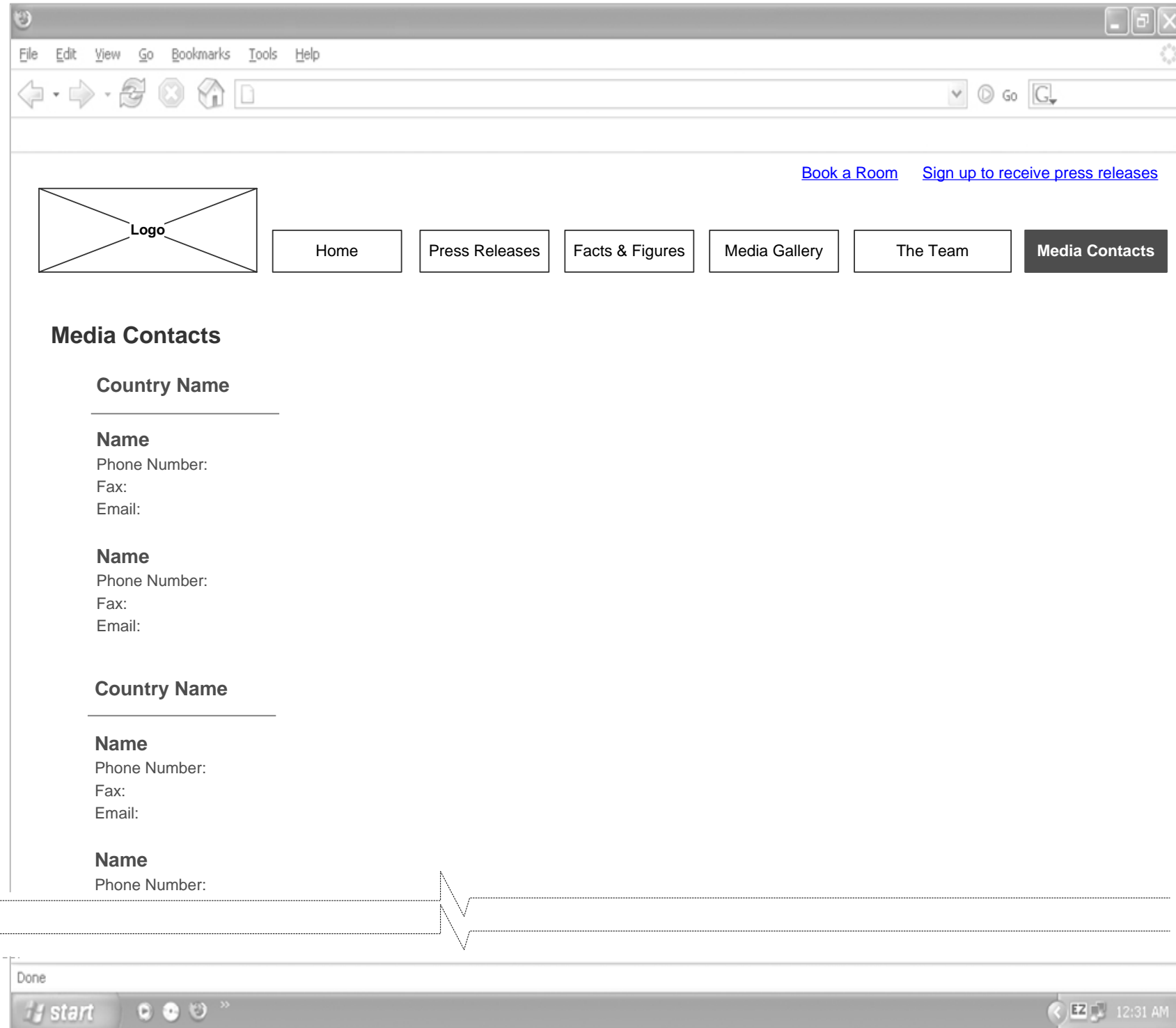


Content Annotations

- Individual bios and images – to be provided by client

Functional Annotations

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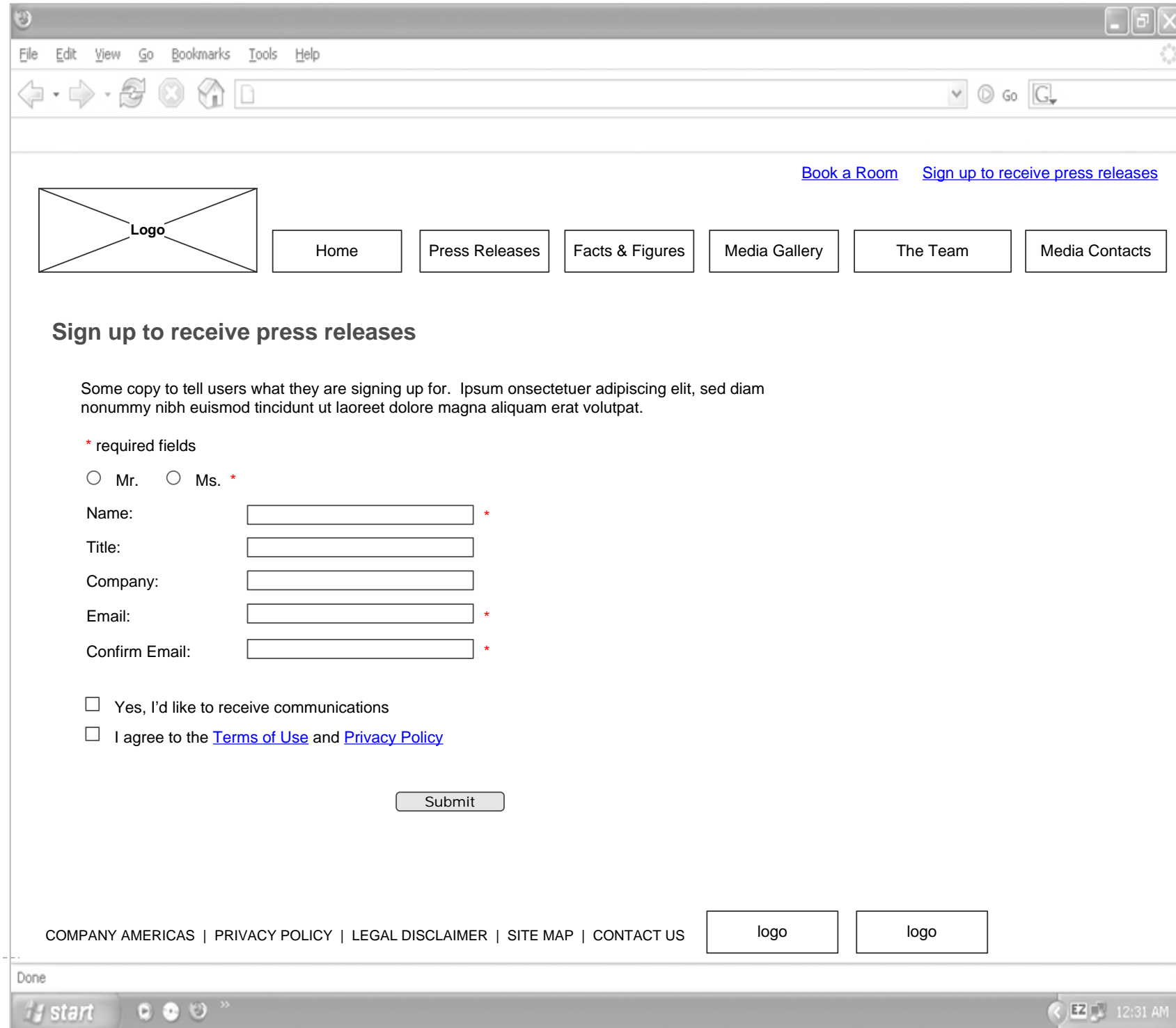


Content Annotations

- Media Contact Information – to be provided by client

Functional Annotations

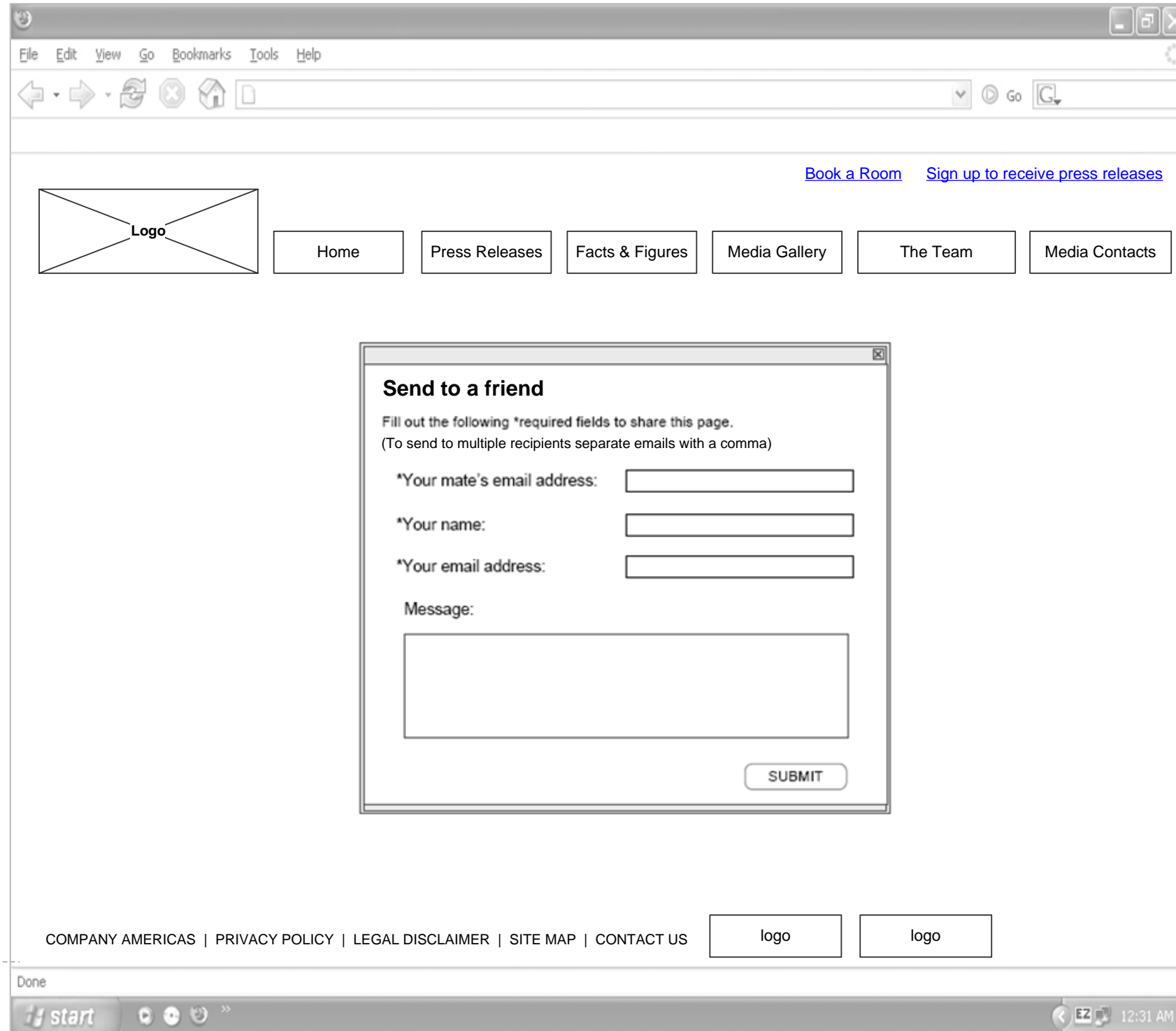
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Content Annotations

Functional Annotations

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Content Annotations

Functional Annotations

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