



BETTER TOGETHER

Building a Powerful Franchise Brand

His presentation was probably the most important that we've seen at the Pizza Executive Summit.

- Marla Topliff
President, Rosati's Pizza

Simple strategies for building a powerful franchise brand

Franchises are a collaboration between the franchisor and the franchisee. Each side has needs and expectations. Both sides want to build a winning concept.

Powerful brands are not built by chance or by luck, it's a formula. The biggest, most successful brands are adept at applying the formula to their businesses, even in times of great change. Learn the formula that billion dollar brands use to grow through good times and bad.

Gerry will have you look at your business with a fresh perspective. You will reexamine the role of the franchisor and franchisee and the importance of both sides. The fun, thought-provoking dialogue will generate real ideas you can use immediately.

What You'll Get

- How powerhouse brands are built
- Creating a Spiral of Success
- Why loyalty is dead and what to do about it
- Who's job is brand building anyway?
- Creating differentiation when you seem the same
- Five questions every great brand can answer
- A simple strategy for navigating change

Who is this for?

This keynote is perfect for franchisors and franchisees looking to maximize their partnership to build a great national brand.

what Big Brands
KNOW

What people are saying...

The beauty is that Gerry understands the relationship between the franchisor and the franchisee. There's always tension that relationship and Gerry is excellent at understanding what they both need so he can almost become a mediator to get them both going along the same path twice as fast to get to their goal together.

He's got a special gift to be able to articulate to both the franchisee and the franchisor how to come together to achieve their initiatives. We used him at our conference and he got nothing but great reviews. We look forward to using him not only for our future conventions but along with the Which Wich team as we grow and continue down the franchise path.

- **Jeff Sinelli, Founder and CEO, Which Wich**

Gerry O'Brion



Gerry O'Brion helps franchises grow.

He is the Founder of What Big Brands Know® and the creator of The Restaurant Formula™, a program for attracting new, profitable customers to your restaurant. The Formula was created from the strategies used by the best, most successful restaurant concepts.

After years as an executive with billion dollar brands, Gerry now uses big company strategies to grow businesses of all sizes. His strategies work in any restaurant regardless of their budget.

Gerry began his career in marketing at Procter & Gamble, working with brands such as Crisco, Tide, Mr. Clean, and Spic & Span. Next, he managed Coors Light, became VP of Marketing for Quiznos, VP of Marketing for Red Robin Gourmet Burgers and was recently interim VP of Marketing at Which Wich.



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