BUILDING BRIDGES:

How Localized Advertising Creates Trust and Drives Franchise Success

TIGER PISTOL

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Building Trust Through Local Advertising

Trust is the cornerstone of every successful franchise relationship. It shapes franchisees' perception of the brand, their willingness to embrace corporate initiatives, and ultimately, their performance. However, building trust in a franchise system requires consistent communication, transparency, and tools that empower franchisees while preserving brand integrity.

Localized advertising fosters trust by enabling franchisees to connect with their communities through tailored campaigns. This empowerment signals confidence in franchisees' ability to manage their local presence, strengthening relationships and delivering measurable results across the network.

TRUST Why? MATTERS

" For franchisees, trust begins with feeling valued. "

CHAPTER 1

Why Trust Matters in Franchise Relationships

Trust is critical to franchise success, influencing everything from daily operations to marketing adoption and performance outcomes. According to PwC, 93% of business executives agree that building and maintaining trust improves earnings. For franchisees, trust begins with feeling valued. They want to know that their unique insights are acknowledged and their local success matters to corporate teams.

Localized advertising reinforces this dynamic by empowering franchisees to personalize brand-approved campaigns with localized elements that reflect their communities. This approach resonates with consumers as well. A Harris Poll study found that 68% of U.S. internet users believe ads with local messaging feel more relevant, signaling that brands care about their communities.

In fact, 71% of consumers say they prefer ads tailored to their local preferences, underscoring how personalized campaigns create a sense of connection and understanding that broad messaging often misses. Personalized content drives engagement, and it increases trust by 25%, making the shopping experience more enjoyable and less overwhelming for customers.

Built for Scale
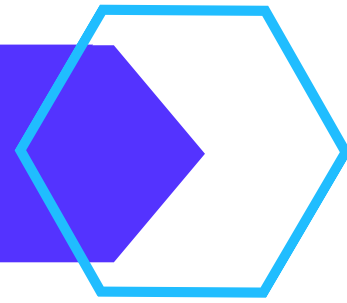
Tiger Pistol enables brands to efficiently launch and manage high quantities of single-location campaigns.

CONNECT

Onboard locations and connect local Facebook Business Pages, TikTok accounts, and Amazon accounts using our fast, simple tools.

CREATE

Create brand-approved templates to launch campaigns quickly. These campaigns are stored in a library for easy access.

PUBLISH

Publish thousands of dynamically localized ads from the individual location's Facebook Page, TikTok account, or Amazon Ad account, or franchisees can choose ads from the brand-approved campaign library, pay, & publish.

REPORT

Centralize, analyze, and surface campaign data across your local partners' social campaigns in a single, interactive dashboard.

CHAPTER 2

Empowering Franchisees Through Local AdTech

The right advertising technology bridges the gap between franchisee autonomy and brand consistency. AdTech platforms provide franchisees with pre-approved templates and tools that make campaign creation simple and effective.

These platforms allow franchisees to:

✔ Highlight local promotions and events.

✔ Stay on-brand while crafting ads that feel relevant and unique to their communities.

✔ Stay on-brand while crafting ads that feel relevant and unique to their communities.

For example, a pizza franchise offering a family meal deal might see one location highlight the convenience of a weekend dinner in a suburban neighborhood, while a franchise in a busy business district emphasizes the deal as a lunchtime option for office workers. This flexibility enables campaigns to resonate with local audiences while aligning with brand guidelines.

Additionally, localization enhances personalization. Franchise companies can automatically create content unique to specific markets, incorporating details like city names and neighborhood identifiers. This strategy is powerful: localized advertising has been shown to increase performance by 500% on average compared to generic campaigns.

BY THE NUMBERS

500%

Localized advertising has been shown to increase performance by 500% on average compared to generic campaigns.

93%

of business executives agree that building and maintaining trust improves earnings.

68% of U.S. internet users believe ads with local messaging feel more relevant

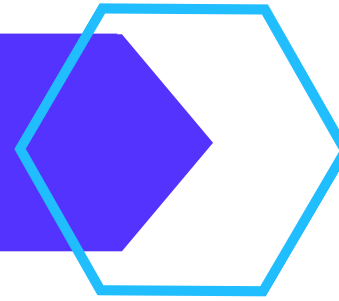Personalized content drives engagement, and it increases trust by **25%**

71% of consumers say they prefer ads tailored to their local preferences

Sources: Reshift Media, PwC,

FEATURE SPOTLIGHT

Multi-Location Campaign Editor

Centralize campaigns into a single optimized workflow with custom features built for franchisees managing multiple locations.

Select a brand-approved campaign → Determine Budgets per Location → Assign which locations will run the campaign. → Select campaign dates. → Publish dynamically localized campaigns.

WHY IT MATTERS?

Help your largest franchisees manage all their locations on a single platform in one workflow. End time-consuming tasks, like building each location's campaign separately and assigning media funds individually. Tiger Pistol's tools make it easy to align budgets without calculation errors.

CHAPTER 3

The Emotional Power of Local Advertising

Localized advertising creates emotional connections that drive loyalty. Research shows that 55% of adults feel emotionally connected to businesses in their local area, highlighting the importance of localized advertising in fostering brand loyalty. Ads from familiar neighborhood businesses often create a sense of authenticity that broader, less tailored campaigns cannot replicate.

Franchisees can deepen this connection by showcasing their involvement in local events or supporting charitable causes. This approach aligns with findings that emotionally engaging ads can drive a 23% increase in sales and are 31% more effective than those with solely rational content. Campaigns featuring nearby landmarks, celebrating community traditions, or supporting local causes resonate with customers and build lasting emotional bonds.

55%
55% of adults feel emotionally connected to businesses in their local area.

23%
Emotionally engaging ads can drive a 23% increase in sales.

31%
Emotionally engaging ads are 31% more effective than those with solely rational content.

71%
71% of emotionally connected customers more likely to recommend a brand.

306%
customers with an emotional connection to a brand have a 306% higher lifetime value.

CHAPTER 3

AdTech platforms with efficient approval processes enable timely, localized campaigns that resonate deeply with audiences. These efforts not only build customer advocacy but also strengthen brand loyalty. Research shows 71% of emotionally connected customers are more likely to recommend the brand, highlighting the power of campaigns that connect on a personal level. By leveraging streamlined workflows that allow franchisees to tailor messaging while ensuring brand compliance, brands can forge meaningful relationships that drive recommendations and long-term growth.

GET THE PLAYBOOK

Approvals Workflow
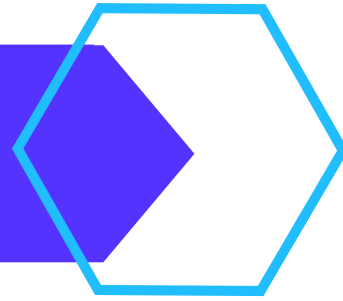
Tiger Pistol's Approvals Workflow enables agencies and partners to submit local imagery and messaging in-platform for rapid brand approval and brand compliance assurance.

CENTRALIZE AND STREAMLINE REQUESTS

Brand stakeholders can manage the review and approval process for partner-created campaigns in one central queue. No more one-off emails or lost requests. Campaigns progress through the workflow as they are submitted, reviewed, and approved.

REVIEW, THEN APPROVE OR REQUEST EDITS

Brand stakeholders can easily examine campaign material and approve or reject it. Additionally, they can provide feedback on why campaigns were declined and what improvements are needed.

BULK APPROVALS FOR MULTI-LOCATION OWNERS

Brand stakeholders can bulk approve or reject campaigns with similar attributes and attach comments, if needed.
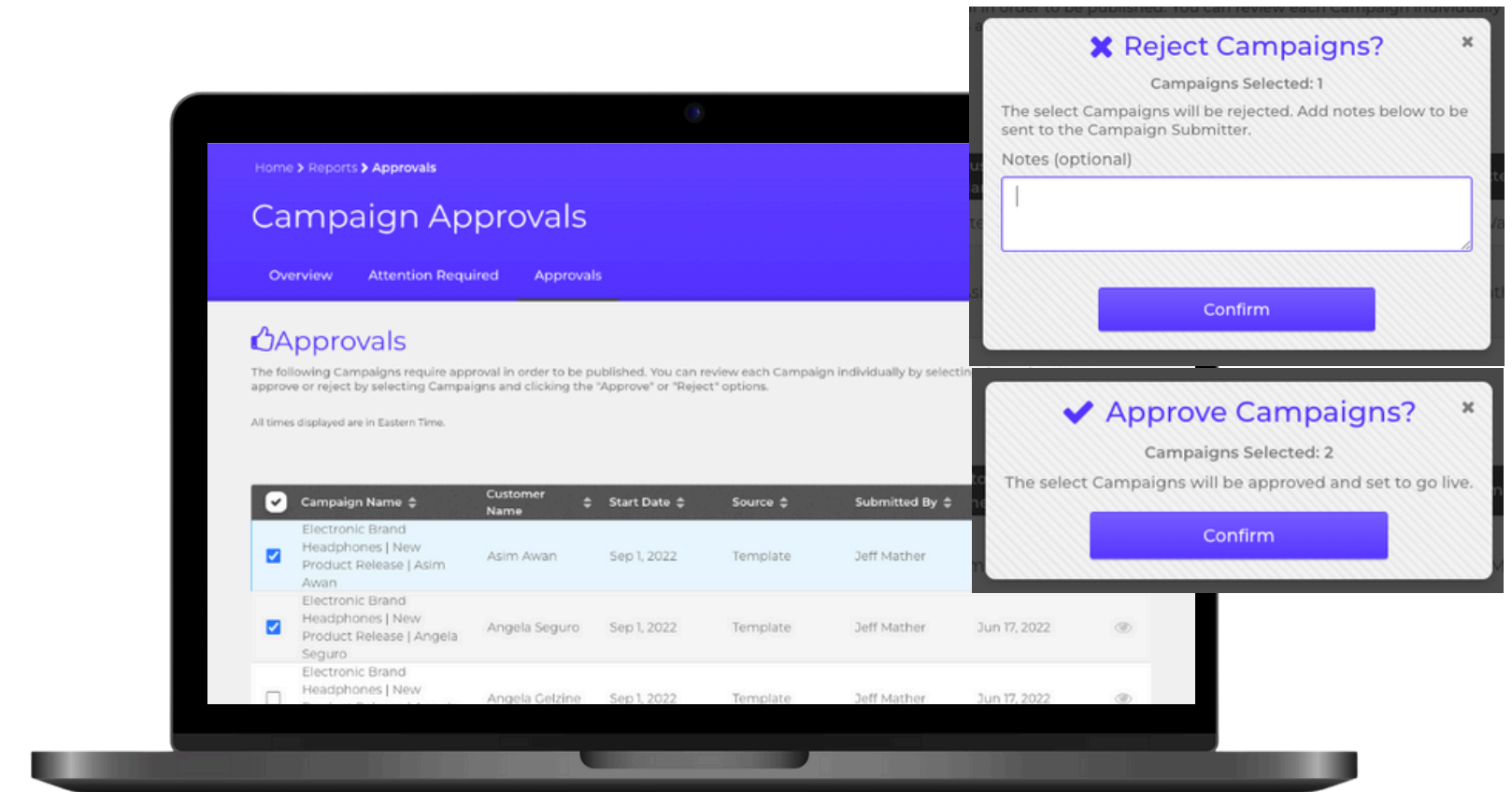
WHY IT MATTERS

☑ Brand Safety   ☑ Best Practices   ☑ Compliant Components   ☑ Timely Launches   ☑ Budget Control for Corporate-Funded Campaigns

CHAPTER 4

The Trust Gap in Local Ad Spend

Despite the benefits of localized advertising, many franchise systems are slow to adopt digital strategies. Some organizations still allocate over half of their local marketing budgets to traditional media, such as print – choices often driven by habit rather than effectiveness. As second-generation franchisees—more tech-savvy and eager to innovate – step into leadership roles, the shift to digital-first strategies is inevitable.

Gordon Borrell of Borrell Associates recently spoke publicly about the increasing momentum in social media advertising. He cited a Borrell survey conducted after the 2024 USA presidential election saw a 24% increase in local businesses planning to either increase their spending or invest in social media for the first time in 2025. This reflects a growing recognition of digital platforms' potential to drive local engagement.

Transitioning to digital-first strategies requires clear guidance and tools. Without them, franchisees risk creating inconsistent campaigns that undermine the brand's identity. Simplifying digital advertising with a user-friendly platform ensures that campaigns align with brand standards while delivering higher ROI.

Advanced Insights and Reporting
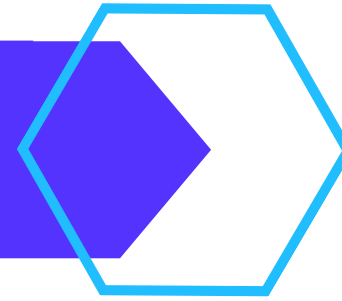
Efficiently consolidate data across locations in real-time, eliminating the need to manually collect reporting from different platforms, partners, agencies, or locations.
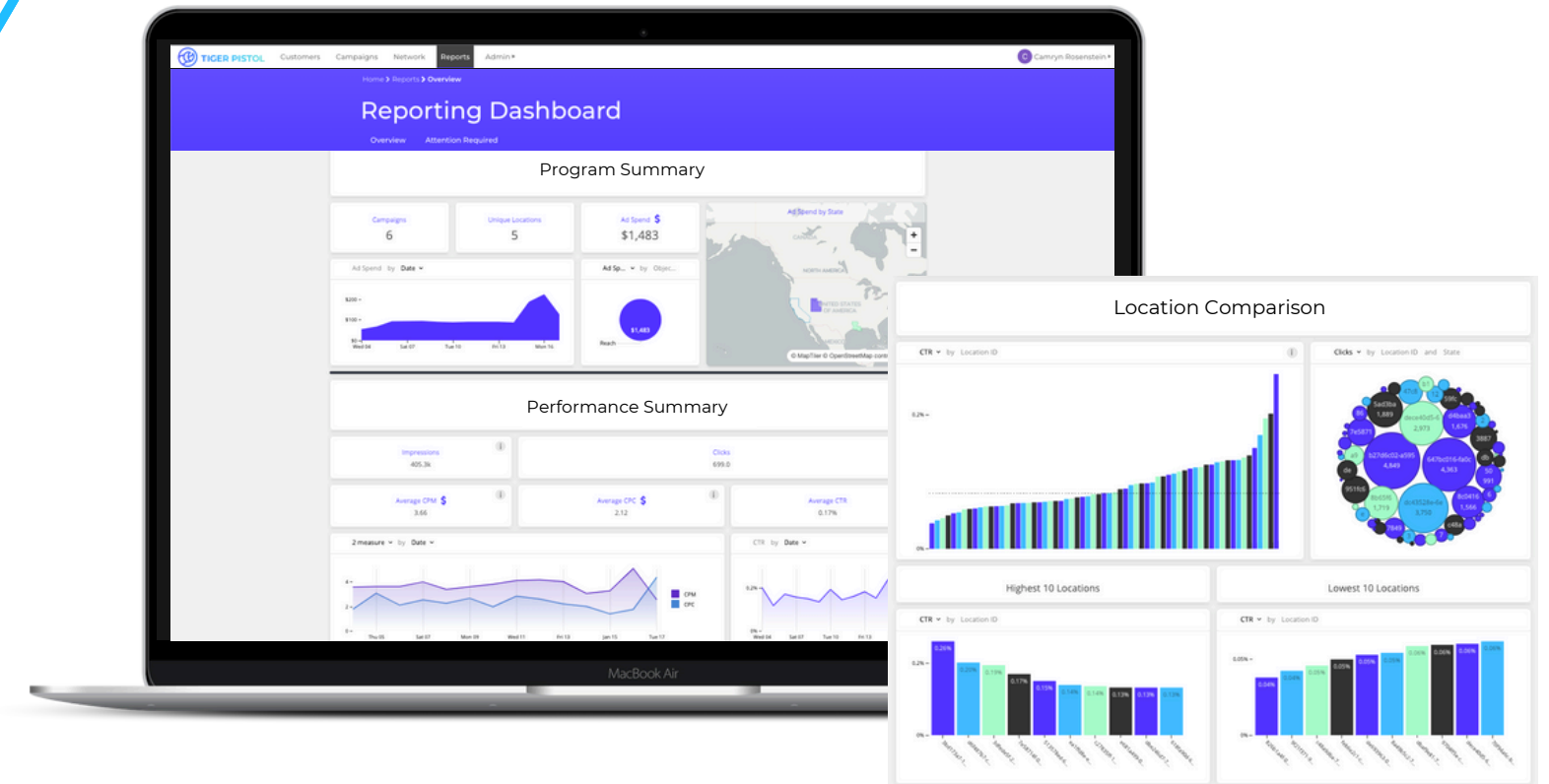
Cross-filter data across timeframes, campaign objectives, or location(s) to compare performance and inform decision-making.

View every important data point across creative, copy, targeting, or performance metrics for comprehensive analysis.

Understand your program's performance and how best to optimize future campaigns.

Campaign & Location Selection

01

Easily group campaigns based on the data that matters to you, such as flight dates, goals, location, unique identifiers, or any combination of data points.

Campaign Group Overview

02

Once the criteria are selected, the dashboard will automatically adjust to show high-level details of the group.

Performance Across Locations

03

The campaign performance section collects aggregate campaign data and presents it visually and intuitively so you can see how your campaigns are performing.

Download & Share

04

Each visualization and metric can be easily downloaded into a CSV, XLSX, or PNG file.

CHAPTER 5

Success Stories

In an environment where trust between franchisors and franchisees is essential, Tiger Pistol's Local Advertising Platform stands as a reliable partner, fostering alignment and collaboration. By empowering franchisees to connect with their communities through authentic, localized campaigns, Tiger Pistol helps build trust within franchise networks and with local customers. This approach ensures campaigns are cost-effective and meaningful, driving deeper engagement and loyalty.

The following section highlights a variety of client success stories that demonstrate how trust and localized advertising strategies can translate into measurable success across top publishing platforms.

GET THE PLAYBOOK

Success Story: Franchisee Participation

Industry
Beauty

Challenge
Great Clips faced a significant challenge: empowering their franchisees with an effective social advertising tool that maximized advertising funds through high-performing ads. Their goal for a tool was twofold: to increase franchisee participation in social advertising and to boost the number of franchisee-funded campaigns in the market.

Solution
Tiger Pistol solved Great Clips' dilemma, enabling the hair salon giant to offer brand-compliant ads to franchisees through a template library. Franchisees could easily access the library through their current portal, which was made possible by Tiger Pistol's seamless integration with Great Clips' internal systems. Tiger Pistol's integrated solution allows franchisees to easily select, schedule, pay for, and publish campaigns with just a few clicks. The platform's intuitive design empowers franchisees to easily navigate the social ads process - without a need for prior marketing knowledge. This freed their time to focus on their primary concern - running their businesses.

Within the first year of implementing Tiger Pistol's solution, Great Clips met and exceeded their franchisee participation goals. An impressive 40% of franchisees engaged with the social advertising program. Of those, over 85% published multiple campaigns, showcasing the platform's ease of use and effectiveness in driving business outcomes.

The insights gleaned from campaign analyses provided invaluable data, offering guidance on optimal campaign durations and further enhancing franchisees' social advertising efforts. Tiger Pistol's platform simplified the advertising process for Great Clips' franchisees and helped them optimize their ad spending through local market insights. This proved the platform was the solution to their social advertising needs.

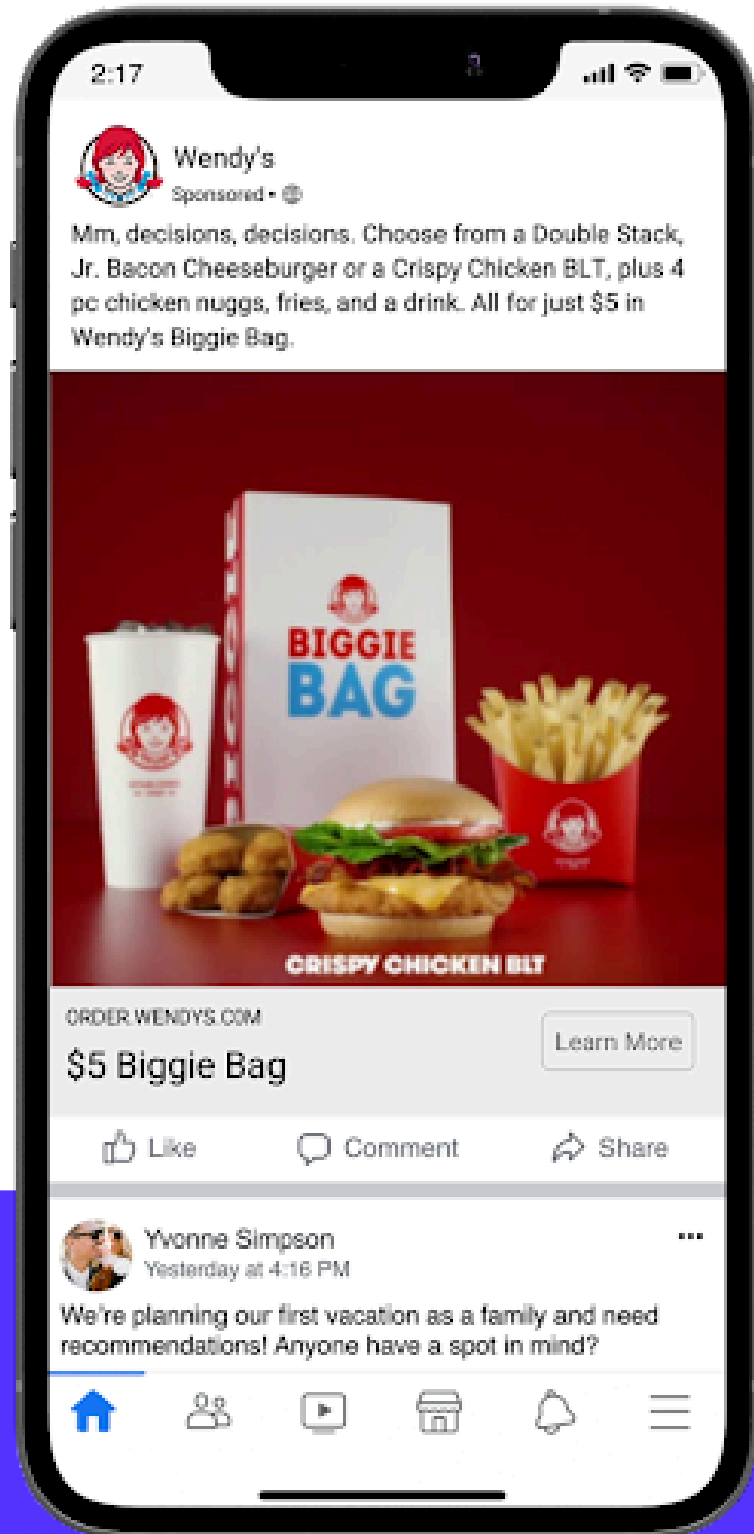**40%+** Total US Franchisee Participation

175%+ YOY Increase in Market Campaigns

Success Story: Streamlining Campaign Management

Industry
Quick Service Restaurant (QSR)

Challenge
The Wendy's Company sought to consolidate their disparate regional agencies into one platform to maintain brand control and unify campaign data.

Solution
Tiger Pistol enabled Wendy's to unlock unprecedented brand control through a centralized campaign template library and a streamlined multi-step approval process.

"After an extensive review of the social adtech landscape, we are incredibly excited to have selected Tiger Pistol as our partner. Their focus on simplifying and automating the advertising collaboration between our company, agencies, and restaurants is incredibly important to the success of our program, and their innovations, thought leadership, and deep relationship with Meta are simply unmatched."

LAUREN MORTON,
SR. SPECIALIST, SOCIAL MEDIA,
THE WENDY'S COMPANY

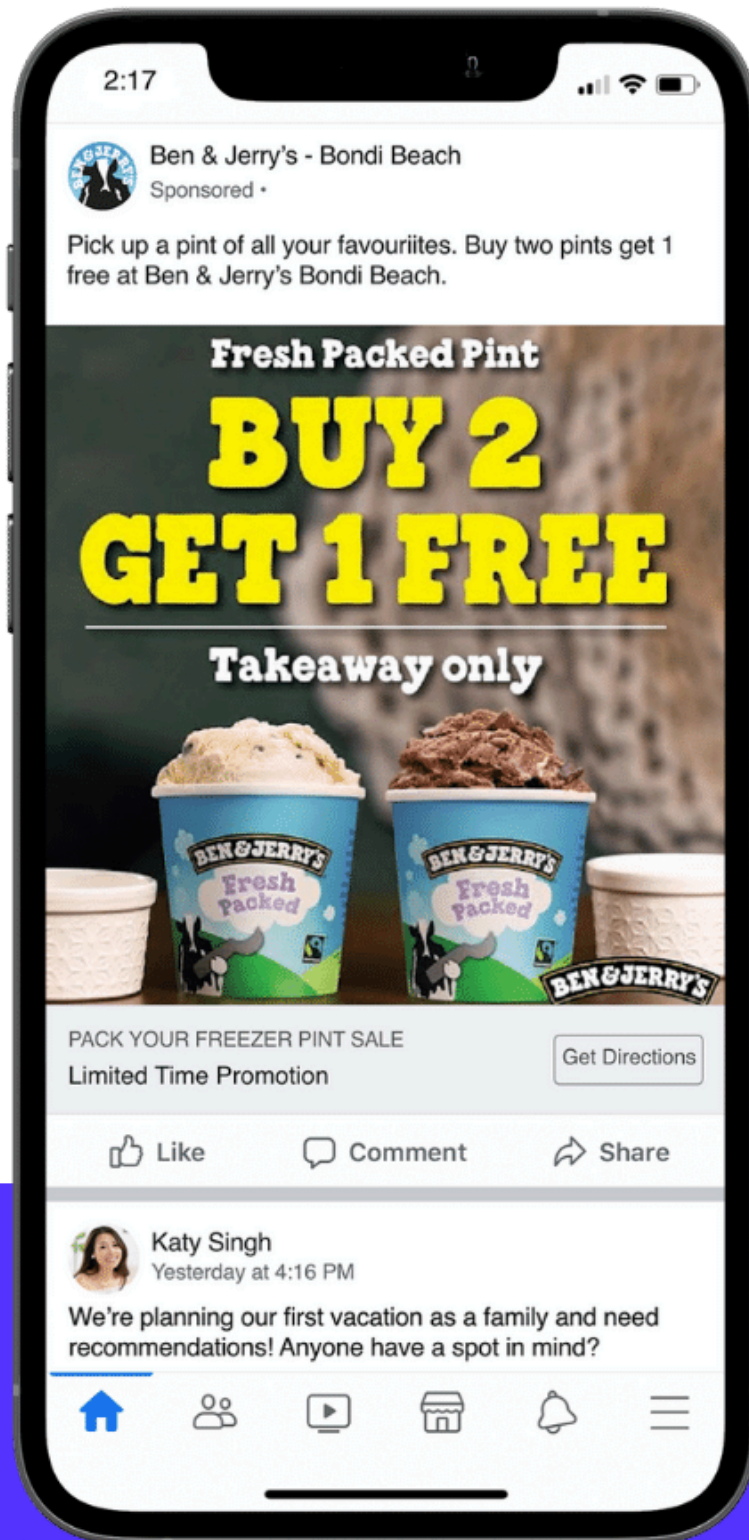| **1**	**~6,000**	**100%**	**60%**	yext
Unified Source of Franchisee Campaign Data	Restaurants Onboarded in 3 Weeks	Brand Control Across All Wendy's US Franchisees	Lower Cost of Advertising than Facebook Benchmark	Integration for Location Data

Success Story: Driving In-Store Traffic

Industry
Quick Service Restaurant (QSR)

Challenge
Ben & Jerry's sought to drive in-store foot traffic and sales for their Scoop Shops.

Solution
Tiger Pistol enabled the franchise to publish promotional coupon campaigns using advanced location targeting to activate their national audience at the local level. In addition, the franchise brand leveraged Tiger Pistol's A/B testing to deliver the best performing ad for each franchisee's store.

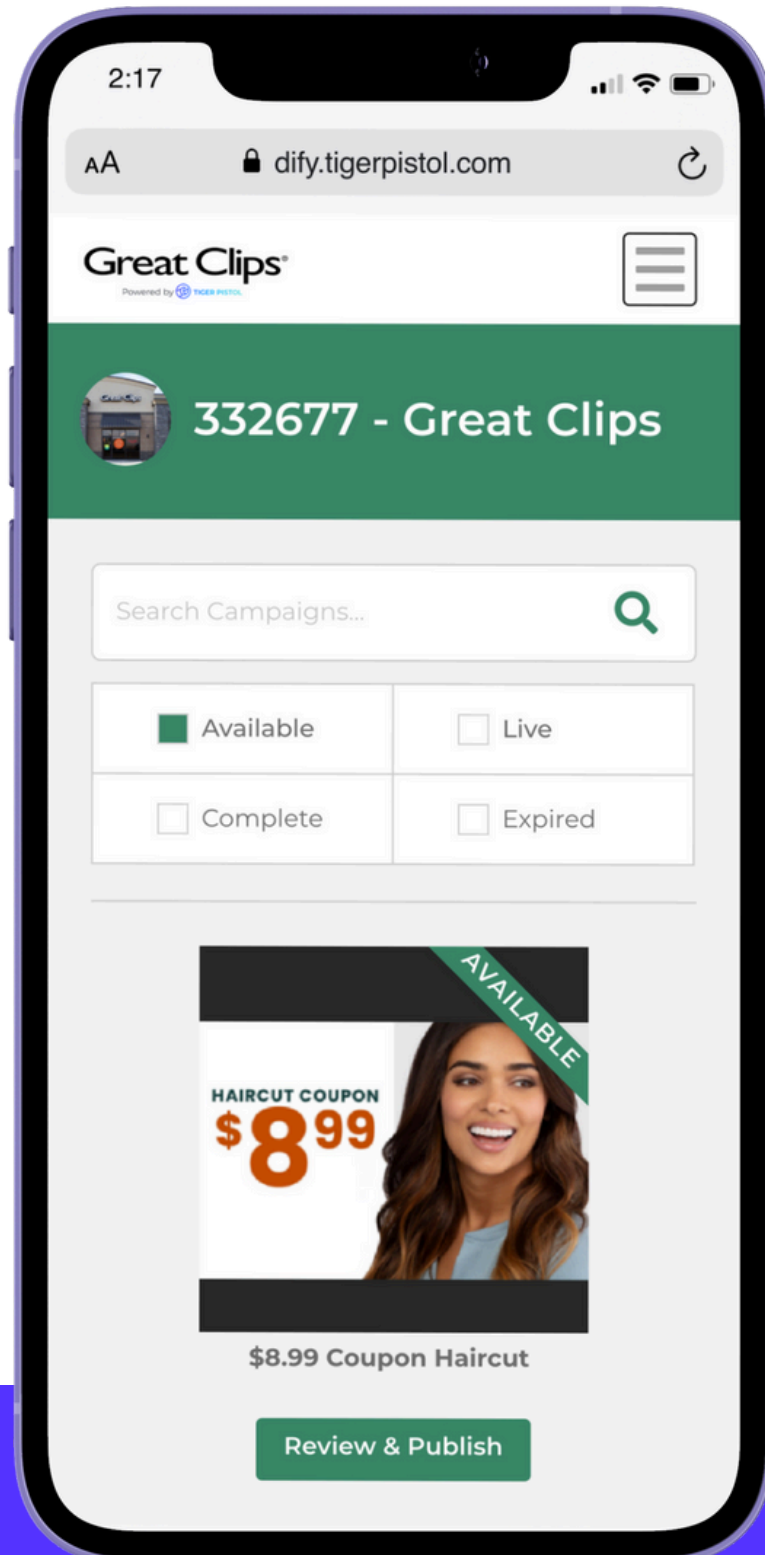**4x**
ROAS Compared to National Campaigns

$0.60
Cost Per Coupon Redeemed

Success Story: Campaign and Funding Management

Industry
Beauty

Challenge
Great Clips, like many franchise organizations, strives to provide tools for franchisees to market at the salon level for salon-specific promotions. Brand managers at Great Clips support franchisees in managing their local marketing efforts. This model requires franchisee investment in local markets while allowing flexibility in choosing marketing tactics that resonate with their local audience. A common challenge in this space is the limited funding options with local marketing technology platforms. This can complicate the billing process for the corporate partner and their franchisees. Great Clips sought a solution that simplified local funding, making it flexible and cost-effective.

Solution
Tiger Pistol's funding module was designed with flexibility in mind, understanding each organization is structured differently. Great Clips franchisees fund local campaigns, and Tiger Pistol makes the process seamless. Franchisees pay for campaigns as part of the publishing workflow. This makes launching local social campaigns easier than ever before. With access to a library of brand-approved campaigns, Great Clips franchisees can easily pick, plan, and pay for their campaigns through a simple workflow. Launching local campaigns becomes straightforward, ensuring salon advertising aligns with marketing objectives and drives local results.

40%+ Total US Franchisee Participation

175%+ YOY Increase in Market Campaigns

Success Story: Boosting Market Visibility

Industry
Automotive

Challenge
Valvoline sought an advertising vehicle to increase sales and drive footfall to their retail locations in highly competitive markets.

Solution
Tiger Pistol's platform enabled the brand to deploy on-brand campaigns for distributors to simply and quickly customize and choose which retail locations to promote.
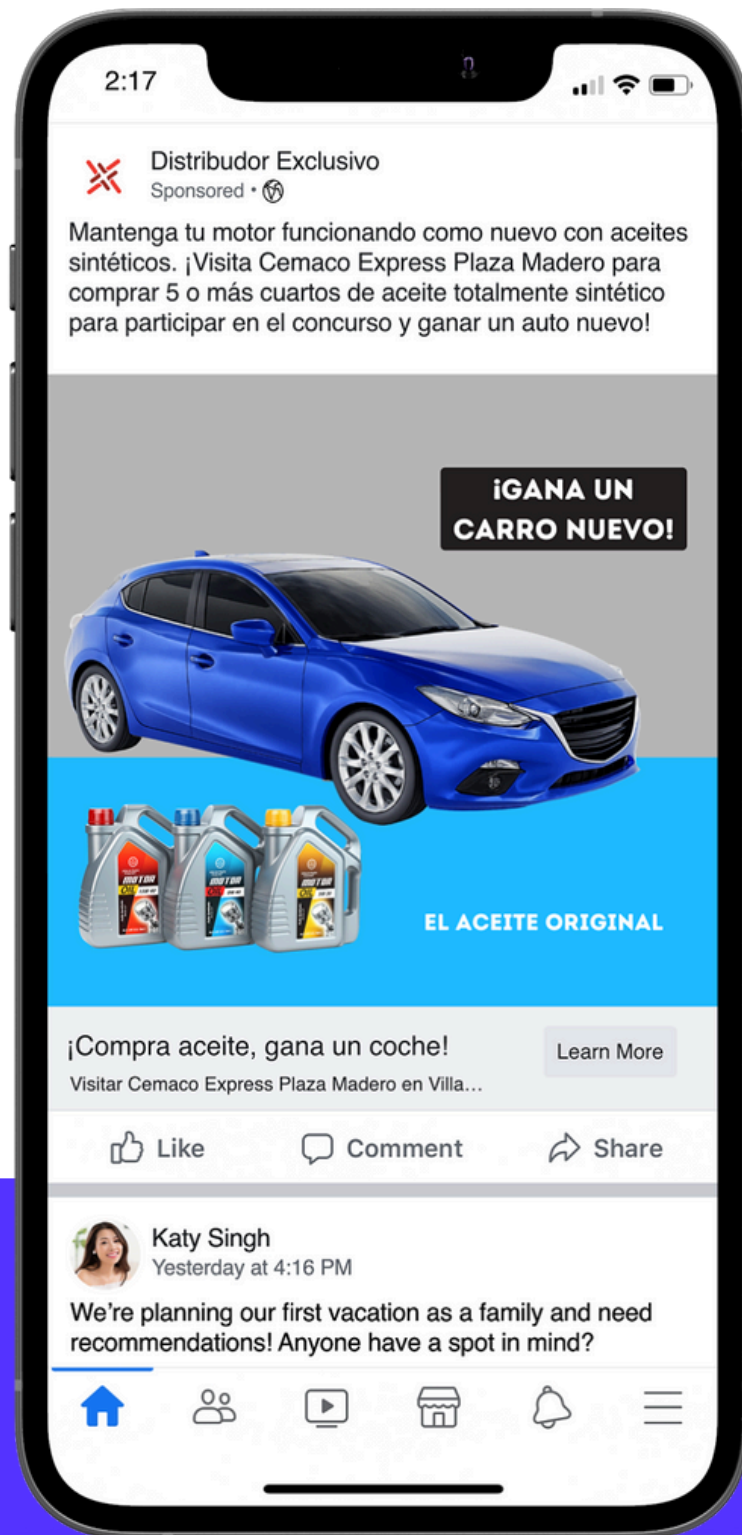
80%
Lower Cost of Advertising Than Facebook Benchmark

25%
Increase in Sales

~100
Locations

2x
More Campaigns Launched Than Anticipated

Success Story: Connecting with Young Audiences

Industry
Quick Service Restaurant (QSR)

Challenge
Wendy's aimed to expand its reach among younger audiences on TikTok while maintaining brand consistency across franchisee campaigns.

Solution
With Tiger Pistol's platform, Wendy's franchisees could launch brand-approved TikTok campaigns, leveraging captivating vertical videos that resonated with local communities. Tiger Pistol's technology streamlined ad publishing, allowing agencies to easily manage campaigns and ensuring consistency while maintaining local relevance.

" Wendy's values Tiger Pistol as an essential partner in our mission to empower our local markets with top-tier advertising solutions. Having already achieved remarkable success together in running Facebook and Instagram ads across our extensive network of over 6,000 restaurants, we aim to continue our industry leadership by facilitating the creation of high-quality, brand-approved TikTok ads for our franchisees. Tiger Pistol has been instrumental in developing the necessary technology to bring this vision to life. Together, we are setting significant milestones and continue to lead the industry forward."

LAUREN MORTON,
SR. SPECIALIST, SOCIAL MEDIA,
THE WENDY'S COMPANY
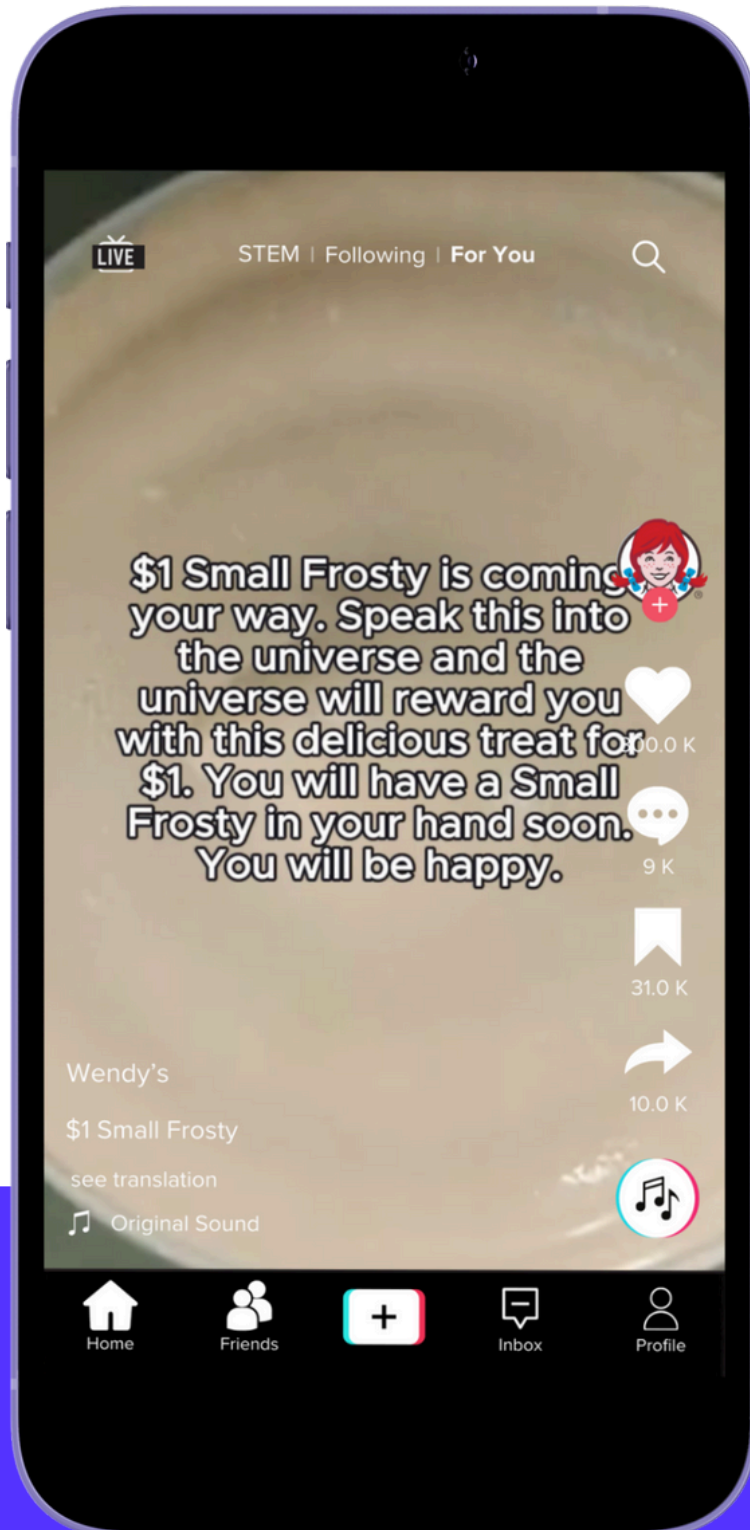
64%
Lower Cost of Advertising than TikTok Benchmark

~6,000
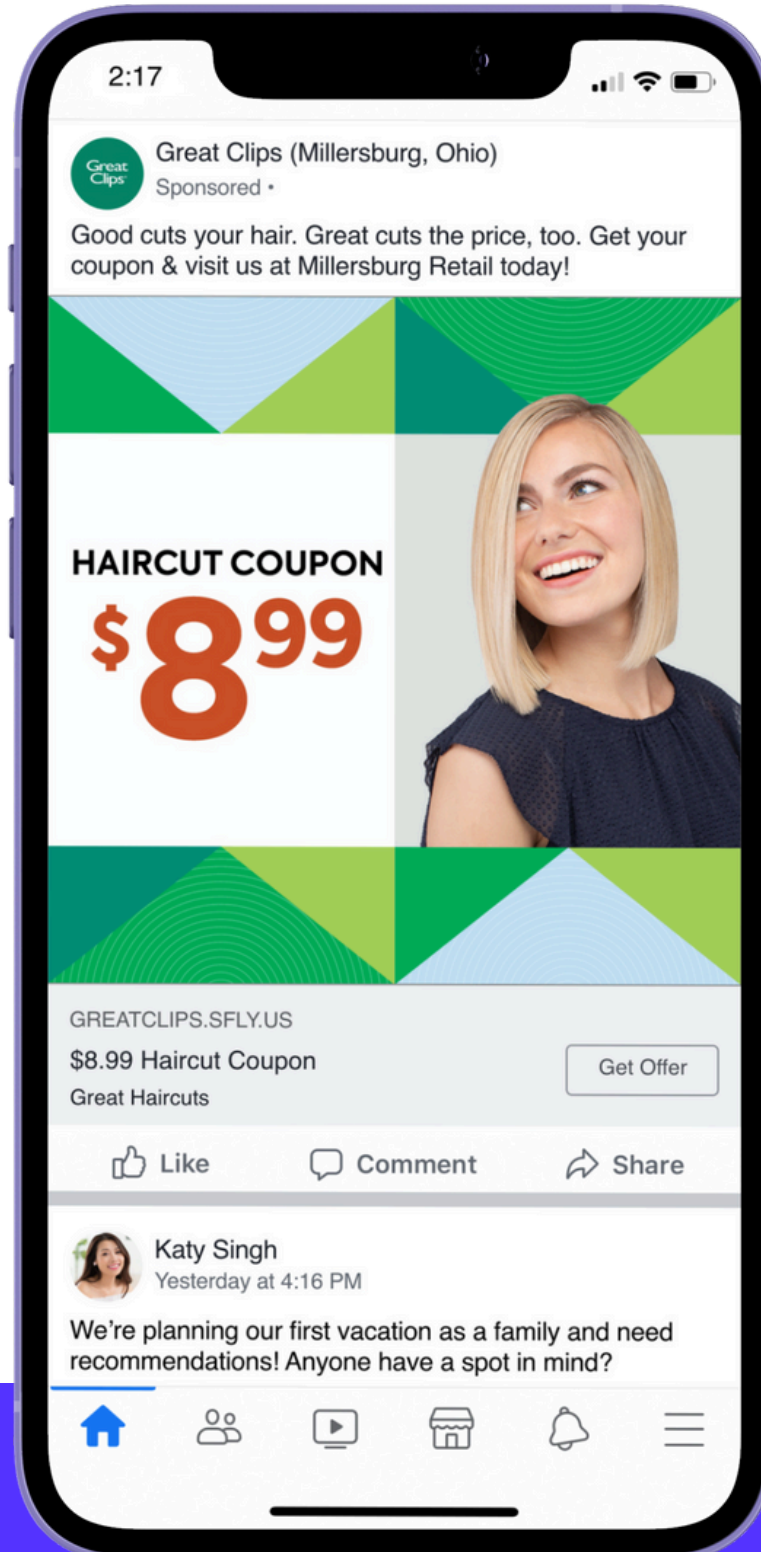Participating Restaurants

78%
of Impressions Reached Users Under 35

45%
of Impressions Reached Users Under 25

Success Story: Improving Cost of Redemption

Industry
Beauty

Challenge
Great Clips faced a complex issue: they needed a comprehensive way to execute location-specific promotions through social advertising and track redemption by location. While Great Clips offers franchisees a variety of promotional options, the need to measure financial efficiency across different locations remained. The goal was to provide a solution for distributing promotions and gain insights into campaign effectiveness. This would optimize the promotion strategy on both a brand and franchisee level.

Solution
Before partnering with Tiger Pistol, Great Clips used a coupon solution to help franchisees create and track local promotions. Tiger Pistol enhanced this by seamlessly integrating this into the social publishing workflow, enabling franchisees to choose promotions, create location-specific offers, and launch social ad campaigns effortlessly. This streamlined process prioritizes simplicity and efficiency, making it accessible even for those without extensive marketing expertise. The merger of campaign performance and media spend metrics, alongside coupon redemption data, represented a breakthrough for Great Clips. This collaboration provides the brand with the ability to accurately calculate cost-per-redemption, an essential metric for measuring the financial impact of their promotional strategies. In the first year, Great Clips saw that leveraging local social advertising in conjunction with location-specific promotions yielded a much lower cost-per-redemption than anticipated, demonstrating the effectiveness of targeted, local advertising in driving measurable business outcomes.

62%

Decrease in Expected Cost Per Redemption

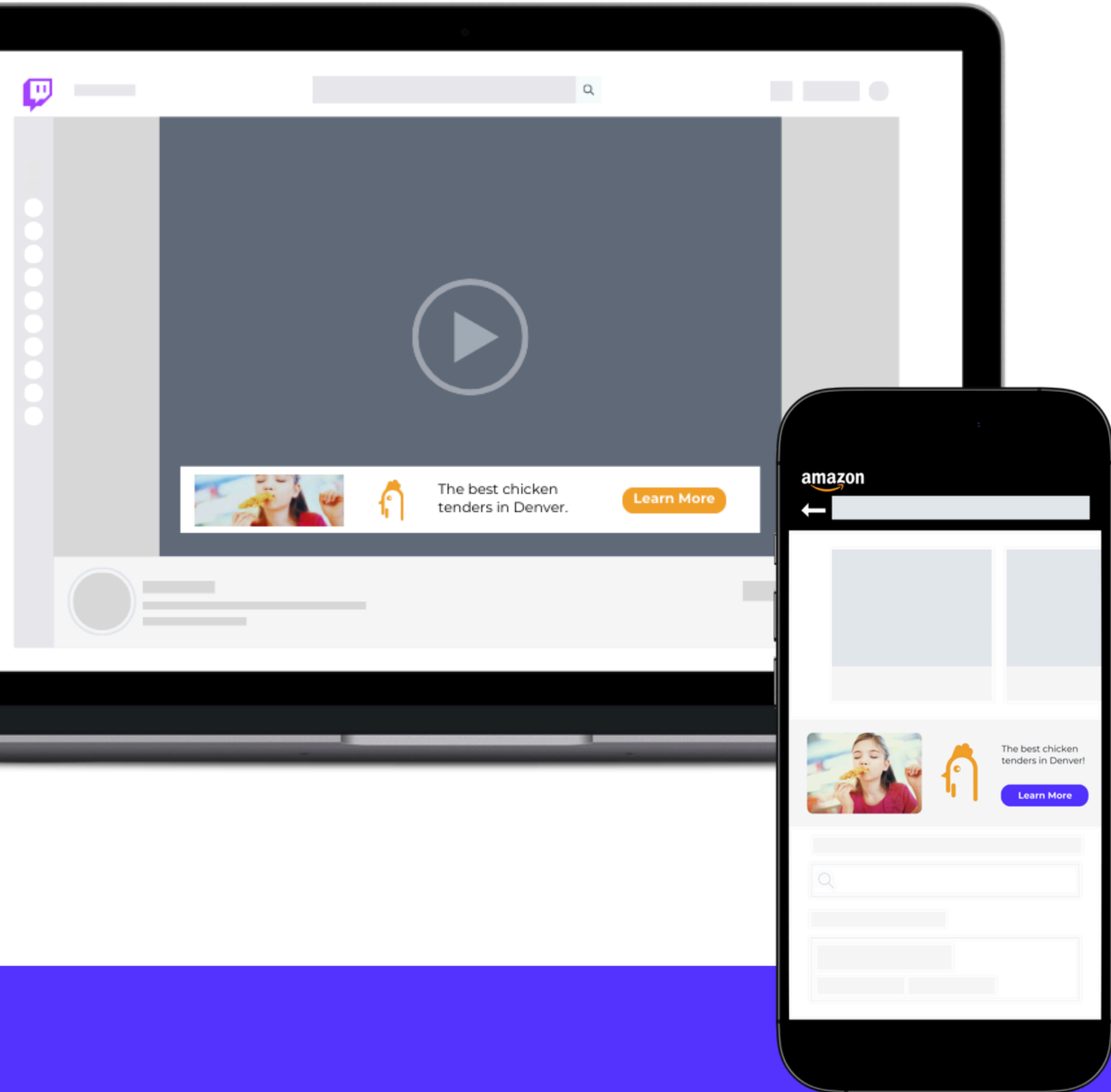# Success Story: Building Local Awareness

Industry
Quick Serve Restaurant

Challenge
An emerging chicken QSR franchise needed to drive awareness for the brand as it expanded into new states.

Solution
Tiger Pistol's platform enabled the brand to deploy on-brand Amazon Ad campaigns for its locations, driving traffic to local websites to view its menu.

40%
of Clicks Turned Into Website Sessions

CONCLUSION

Trust as a Two-Way Street

Building trust in franchise networks requires collaboration, empowerment, and transparency. Local advertising technology enables franchisees to create meaningful community connections while maintaining brand consistency. When franchisees see their input reflected in marketing strategies, they're more engaged and committed to the brand's success.

This trust leads to stronger relationships, better campaign performance, and a unified presence across markets. By leveraging localized advertising strategies, franchises can achieve deeper engagement, increased loyalty, and long-term growth.

GET THE PLAYBOOK

Let's Talk.

Sarah Cucchiara

Sales@tigerpistol.com

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