



WORLD FRANCHISE DAY

Celebrating Franchising



MARKETING STRATEGY

January 27, 2025

Overview

- The purpose of this document is to provide a general framework for World Franchise Council (WFC) members to promote World Franchise Day (WFD) in their home countries
- The information contained in this document is intended to provide general direction and ideas
- WFC members should tailor the strategies and tactics to suit the needs of their countries and franchisor/franchisee members, as appropriate



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Table of contents

Objectives and audience	5
World Franchise Day objectives	6
Target audiences	7-10
Messaging distribution	11
World Franchise Council	13
Franchise Associations	14
Franchisors	15
Franchisees	16
Media	17
Government	18
Implementation Tactics	19
Timing	20
Reaching the public	22-31
Reaching Government	32-34
Reaching media	35
Rollout approach	36

What is World Franchise Day

- World Franchise Day (WFD) represents an opportunity for World Franchise Council members to work together to celebrate franchising and educate the general public, media, and government about the franchise business model and its impact on local communities
- Our inaugural World Franchise Day will be **June 11, 2025**
 - [World Franchise Day FAQ](#)
 - World Franchise Day draft press release



The above press release will be hyperlinked to pertinent documents

- Press release to come from Fishman



Process

- To arrive at the recommendations in this document, the Canadian Franchise Association led a process that included:
 - Soliciting input and ideas from WFC members
 - Brainstorming an approach, including target audiences, and opportunities with Digital Marketing experts and franchisors
 - Reviewing ideas with the WFC committee



SECTION ONE

OBJECTIVES AND AUDIENCES



World Franchise Day objectives

Objectives:

- Increase awareness of franchising within our target audiences
- Educate our target audiences on the benefits of franchising (with messaging tailored by audience)
- Mobilize members of the World Franchise Council to work together on a global initiative
- Provide WFC members with a vehicle to help mobilize the members within their associations

Expectations:

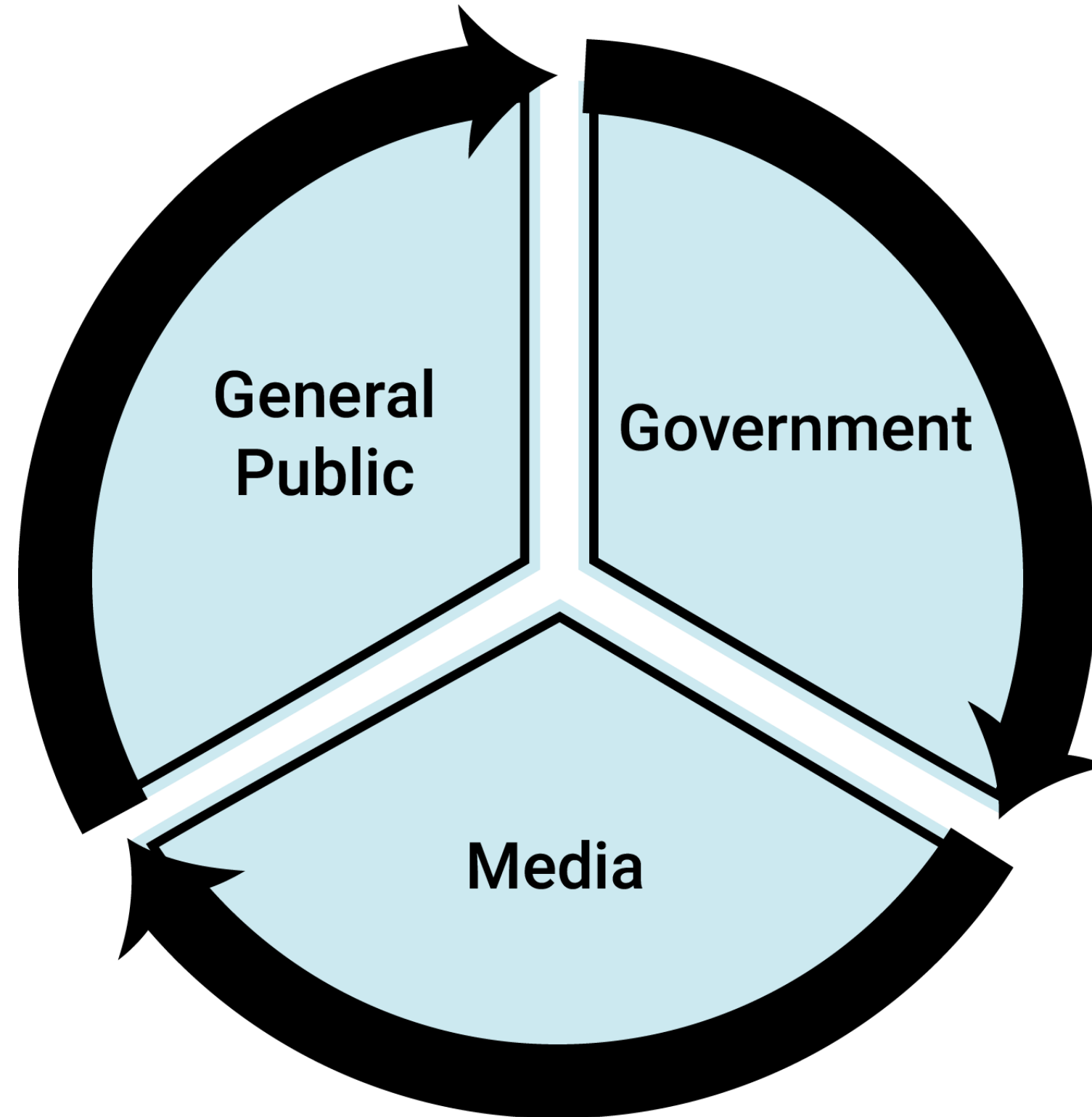
- As this is our first-ever World Franchise Day, we do not expect to immediately achieve our objectives. Rather, the expectation is that over time, we will influence our target audiences and therefore achieve our objectives.

Measures:

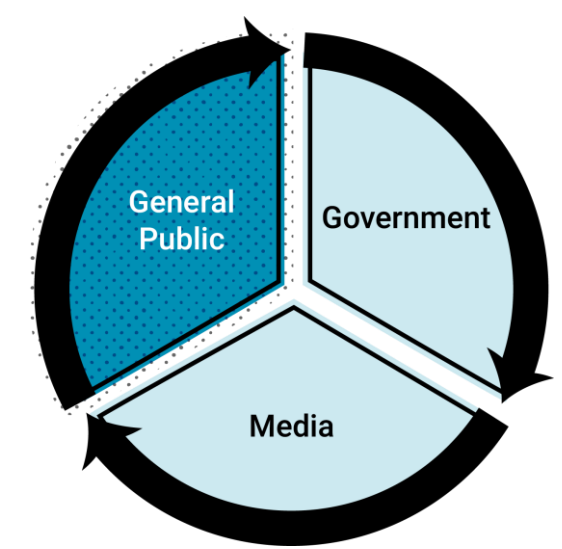
- For WFC members who are able, it would be ideal to track our impact over time:
 - Awareness of franchising within our target audiences
 - Perception of franchising within our target audiences



Target audiences



General public/consumers



Why we are targeting this audience:

- The general public is a critical audience, as their perception of franchising impacts our other audiences (government, media)
- This audience purchases products/services from franchise locations, so increasing their understanding could have a positive impact on member franchise brands
- This audience includes potential franchisees, so there is an indirect benefit of potentially increasing the number of people looking to purchase a franchise

Objectives:

- Increase awareness about franchising
- Educate people about franchising

Core message:

- Franchise locations are small businesses that are locally owned and contribute to the local community

Desired outcomes:

- Change the general public's perception of franchises as "big businesses"
- Encourage people to support franchise businesses in their area

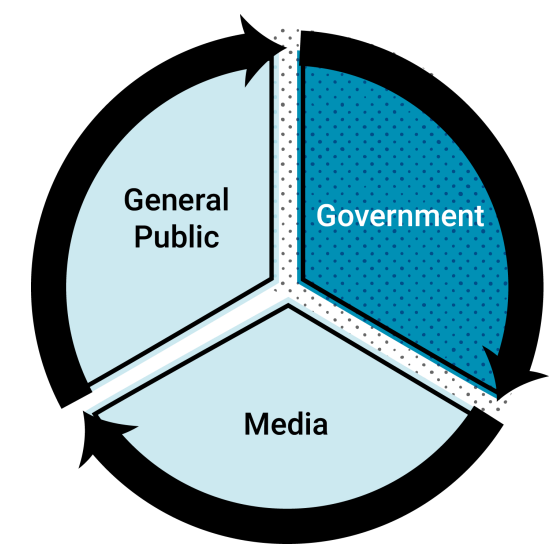
Government

Why we are targeting this audience:

- In many countries, the government has a significant impact on franchising, largely via legislation
- Government support of World Franchise Day can influence both of our other target audiences

Audience details:

- Government can potentially include several levels, including federal, provincial/state, and municipal. Which level(s) of government to target will vary by association and is at the discretion of each WFC member



Objectives:

- Increase awareness about franchising
- Educate key government officials about franchising

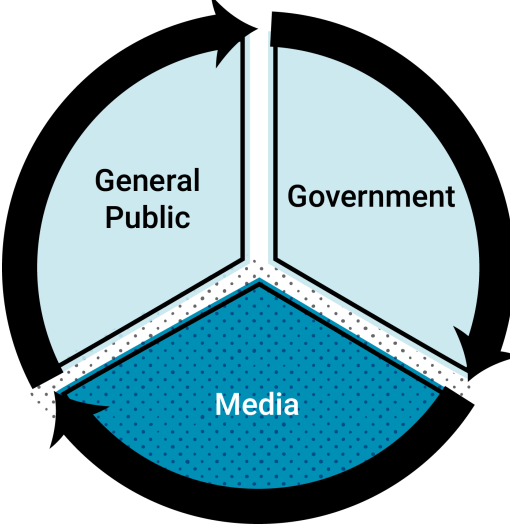
Core messages:

- Franchise locations are small businesses that are locally owned and contribute to the local community
- Franchising is a major contributor to the local economy and employment

Desired outcomes:

- Educate government about the importance of franchising to the economy and that fact that franchises are local businesses
- Have the government make a proclamation to declare World Franchise Day as an “official” day in their jurisdiction

Media



Why we are targeting this audience:

- Media provides us with an opportunity to share our messaging with our other target audiences
- Media can amplify the effect of our tactics and events by providing coverage

Objectives:

- Make media aware of World Franchise Day and its objectives
- Make media aware of World Franchise Day tactics and events

Core message:

- Franchise locations are small businesses that are locally owned and contribute to the economy

Desired outcomes:

- Earn media coverage about World Franchise Day to raise awareness within our other target audiences
- Have media provide coverage of tactics and events



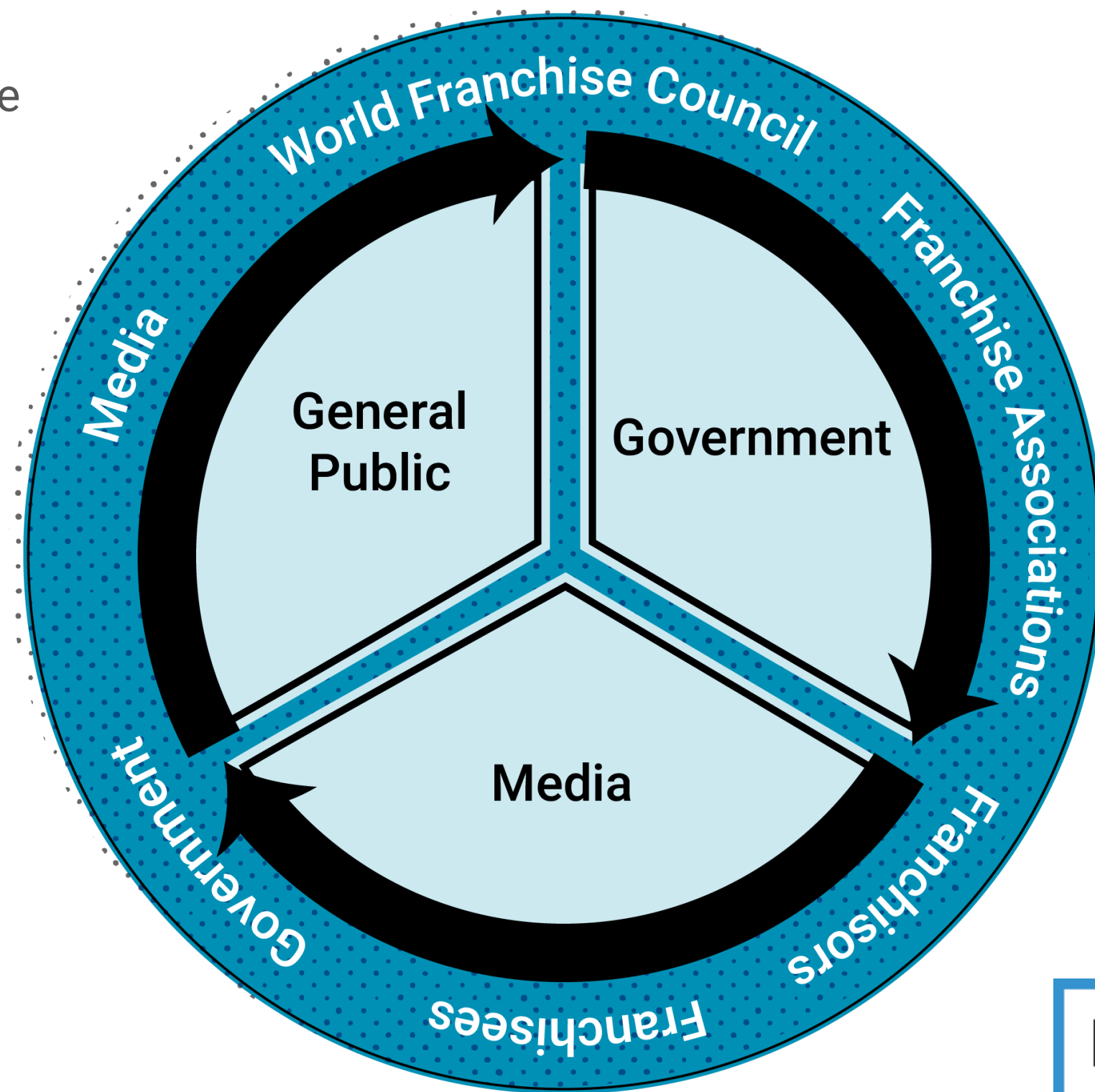
SECTION TWO

MESSAGING DISTRIBUTION



Messaging distribution overview

- We will reach our target audiences by mobilizing the following groups to distribute our messaging:
 - World Franchise Council
 - Franchise associations
 - Franchisors
 - Franchisees
 - Media
 - Government



World Franchise Council

- The role of the World Franchise Council is to provide overall messaging and support to our member franchise associations
 - Provide recommendations on the approach, platforms, and messaging
 - Create sample content for associations
- In addition, the WFC will create an official declaration and press release that June 11, 2025 is World Franchise Day
 - This can be used in media and promotions
- If possible, it would be ideal if the WFC president could make a statement and create a video talking about the importance of World Franchise Day



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Franchise Associations

- The WFC member associations will be the leads in each of their home markets
 - Refine messaging and tactics for their home market(s)
 - Create assets, including translations as appropriate
 - Coordinate with franchisors (i.e. their members) to distribute messaging
 - Mobilize local media partners (PR, marketing, etc.) to distribute messaging
 - Conduct Government outreach
- In addition, franchise associations will distribute messaging directly via their available channels:
 - Association website
 - Emails to members / newsletters
 - Social media
 - Online advertising
 - Conferences and webinars
 - PR/media outreach
- Target audiences:
 - Franchisors/members (as a means to reach franchisees and through them, the general public)
 - General public/consumers
 - Media
 - Government (at various levels)

Franchisors

- Franchisors are a key distribution opportunity:
 - Coordinate with franchisees to distribute messaging to the general public
 - Distribute messaging directly to the general public/consumers
- Ideally, franchisors will distribute messaging via their business channels:
 - Social media
 - Company website
- Target audience:
 - General public/consumers



Franchisees

- Franchisees are one of the most important distribution opportunities, as they have direct access to the general public/consumers
- Mobilizing franchisees to share our consumer messaging is a core element of the strategy
- Ideally, franchisees will distribute messaging directly via their available personal and business channels:
 - Social media
 - Local website (if pertinent)
- Target audience:
 - General public/consumers



Media

- When we say “media” we are referring to news outlets (i.e. newspaper, TV, online, radio, etc.)
- Through franchise association efforts, the goal is to mobilize media to cover World Franchise Day (the day itself, events, etc.) in order to distribute information to:
 - The general public/consumers
 - Government



Government

- Although the main role of Government is as a recipient of our messaging, they also represent a distribution opportunity, in particular when coupled with media
- Ideally, franchise associations in each country will contact the appropriate level(s) of government (i.e. federal, provincial/state, and municipal) to discuss our core messaging
- As part of that messaging, ideally the government will recognize World Franchise Day as an “official” day
 - This proclamation is, in effect, a distribution of our messaging which could get picked up by media to aid our other efforts



SECTION THREE

IMPLEMENTATION TACTICS



Communication timing

- The bulk of our efforts will be on “making noise” during the actual day (i.e. June 11, 2025) in order to focus our efforts and avoid message dilution
- This means the bulk of our posts, events, and activities should be planned for this day
- To create as much excitement as possible, we recommend that WFC members mobilize their media partners, franchisors, and government contacts well in advance, as outlined in the rollout approach section

Hashtags

- All posts should incorporate our main hashtag:

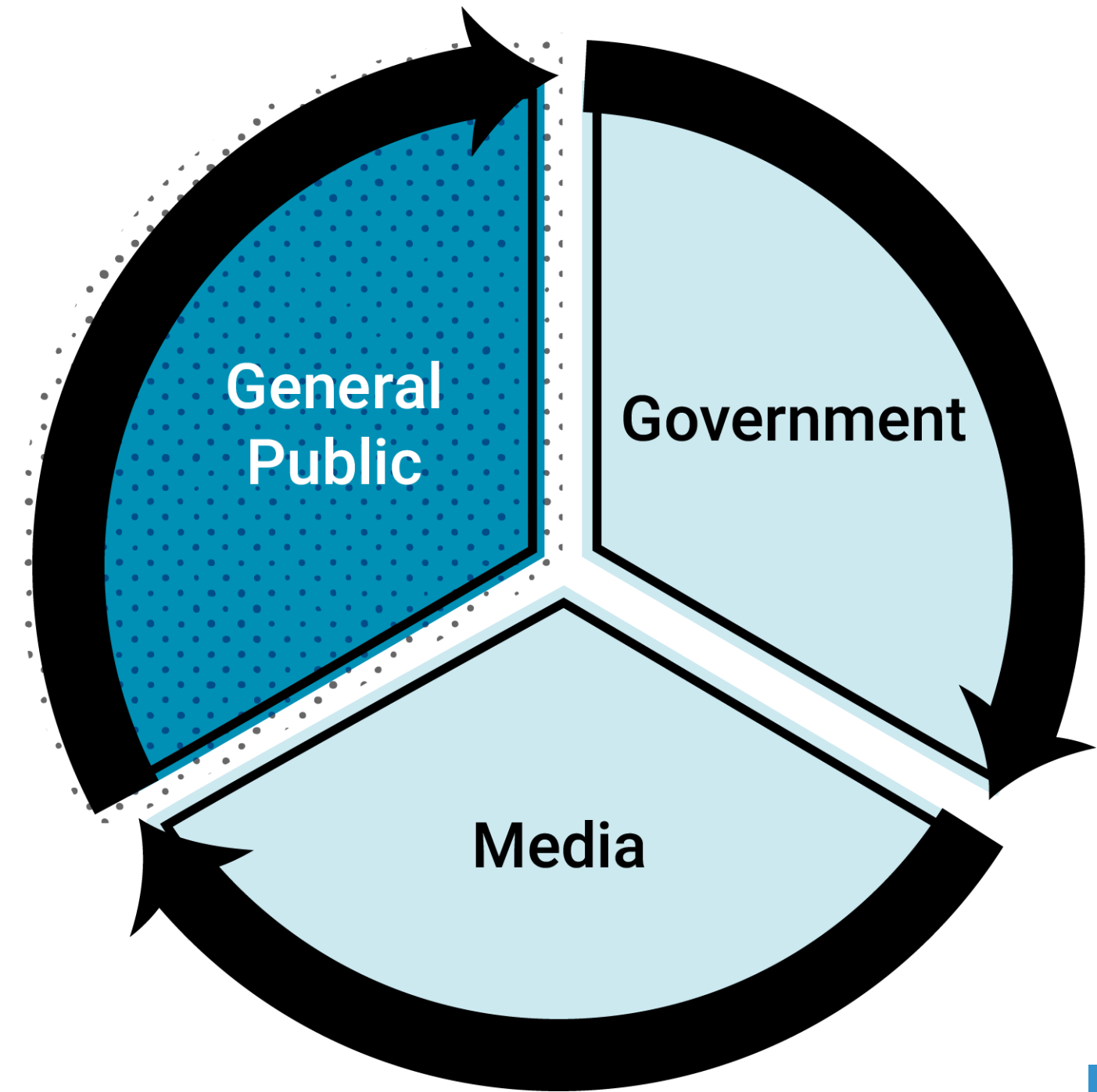
#WorldFranchiseDay

- In addition, WFC members should capitalize on adjacent and locally relevant hashtags, such as:
 - #franchising
 - #smallbusiness
 - #entrepreneur



How we will reach the general public

- We will reach the general public/consumers via the distribution channels outlined in the previous section:
 - Franchise associations (WFC members)
 - Franchisors
 - Franchisees
 - Media



Reaching the public via associations

- WFC members will play a dual role of:
 - Reaching out to, and coordinating with, franchisors, Government, and media
 - Creating content and advertising that is tailored to the general public/consumers
- General public communication approach:
 - Create website articles/posts promoting World Franchise Day
 - Create organic social media content that can be viewed directly by consumers or shared by franchisors/franchisees to their social properties
 - Create and fund online advertising that is targeted to the general public
- Advertising approach:
 - We recommend that WFC members deploy an online advertising campaign promoting World Franchise Day to augment other efforts
 - The objective of the campaign is to maximize reach and raise awareness about World Franchise Day
 - Ads can click through to a dedicated landing page with more information about World Franchise Day, or potentially articles/posts about World Franchise Day
 - Ads should target the general public, likely 25 years old+
 - Each WFC member should choose the appropriate social media and display advertising platforms based on consumer habits in their regions

Ideas for association content

- Publish content to the association's website
 - Sample article and website assets
- Create a shareable video highlighting our core message:
 - Franchise locations are small businesses that are locally owned and contribute to the local community
- Create a video of the association president/CEO talking about World Franchise Day and why it is important
- Work with franchisors and franchisees to create a video featuring franchisees talking about their community involvement to “humanize” the messaging

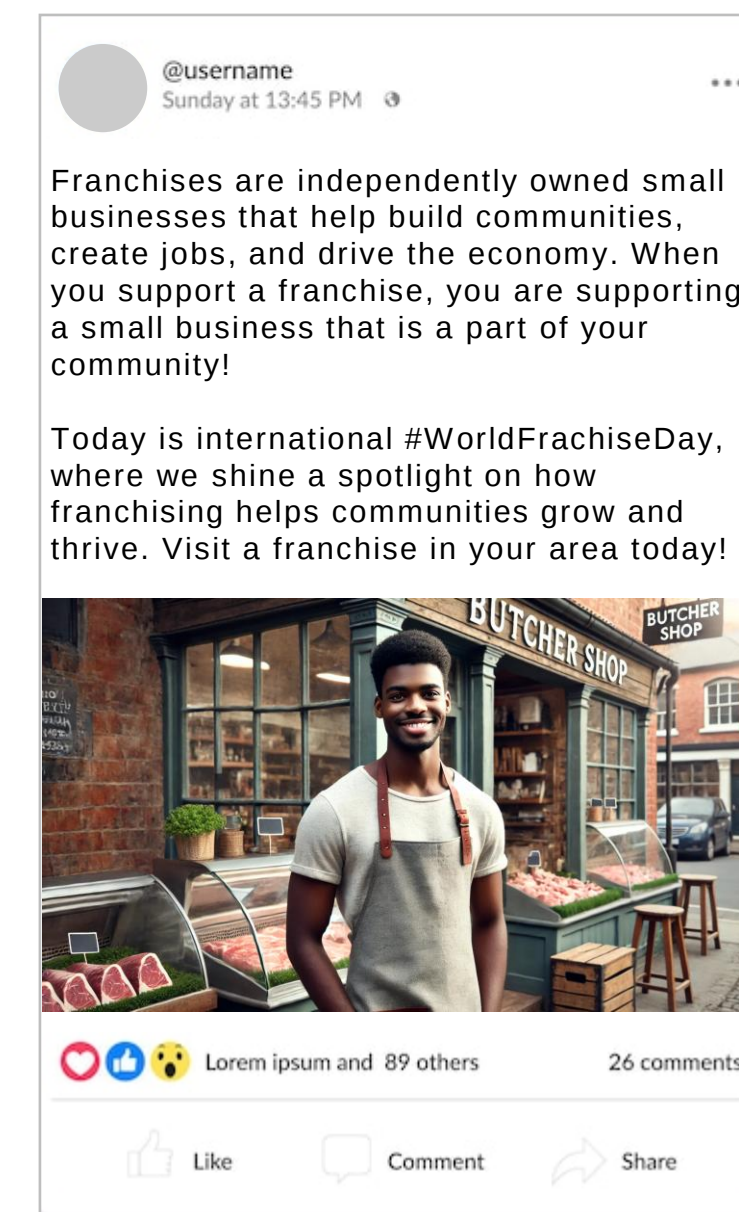
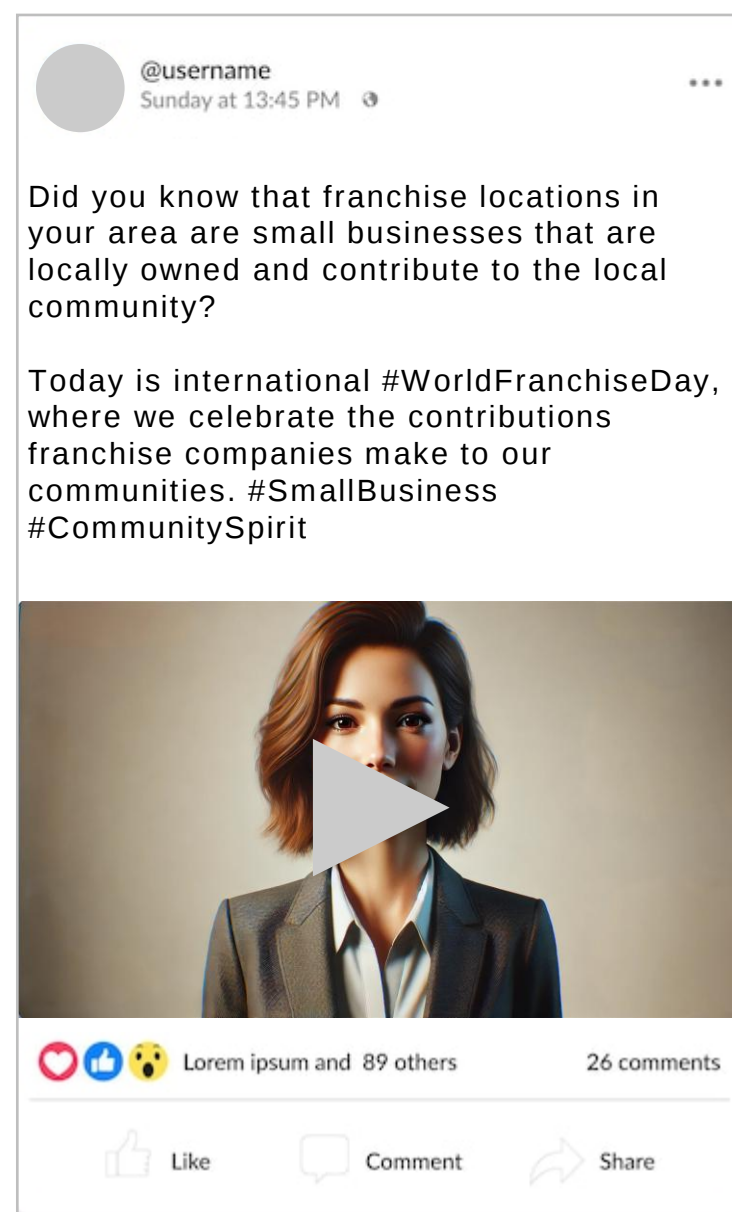


The “sample article” above will be hyperlinked:

- CFA to provide example rotator image (with WFD logo)
- CFA to provide sample article talking about WFD



Example association messaging



Note: These are meant as examples only. Each WFC member should tailor the approach for their market. Images are meant as examples only and should not be used in actual posts/ads.



Reaching the public via franchisors

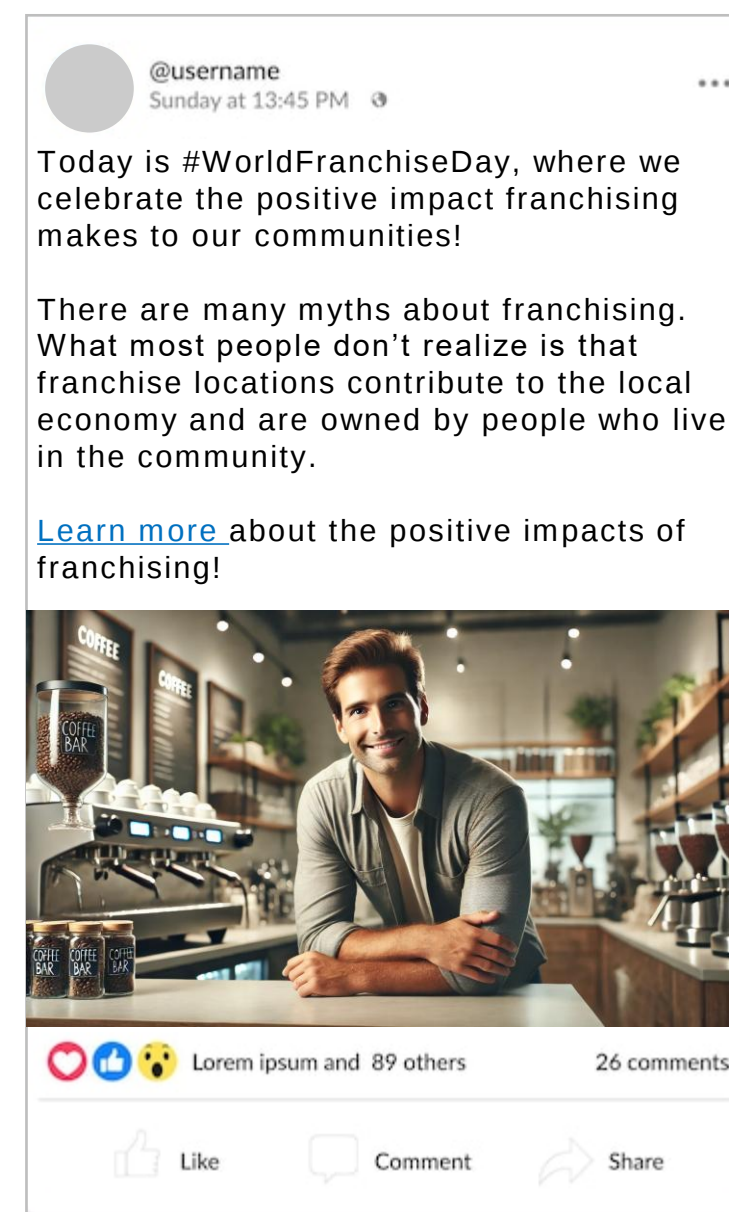
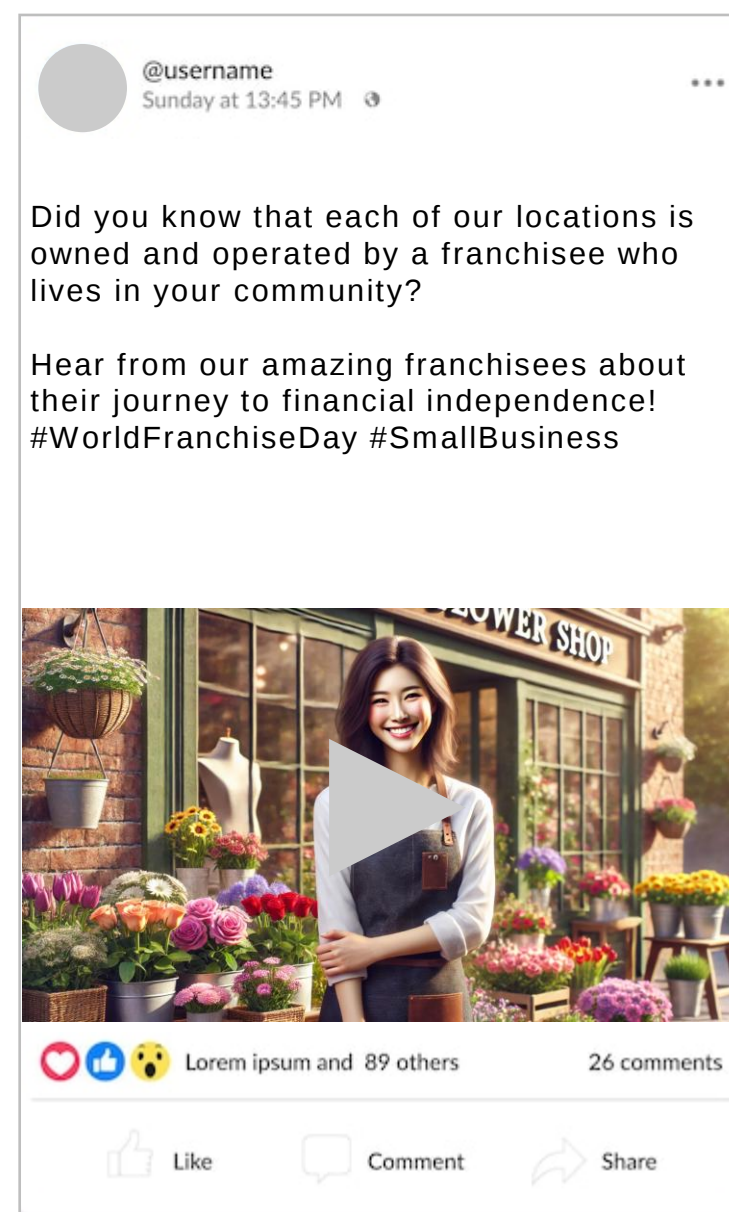
- WFC members will mobilize their franchisor members to aid in spreading the word about World Franchise Day
 - WFC members will share social media content (as per the previous slides) that can be shared/amplified by franchisors
 - WFC members will also provide sample messaging and creative for franchisors/franchisees to use via their own channels
- WFC members will actively encourage franchisors to share information/core messaging about World Franchise Day with consumers to help achieve our objectives
- Franchisors will help reach consumers by:
 - Sharing franchise association posts/content
 - In-store marketing (physical/digital signage)
 - App push notification
 - Creating original social media posts using sample messaging provided by franchise associations (see next page)
 - Encouraging franchisees to take action, as outlined on the following pages



- [Sample email to franchisors](#)



Example franchisor messaging



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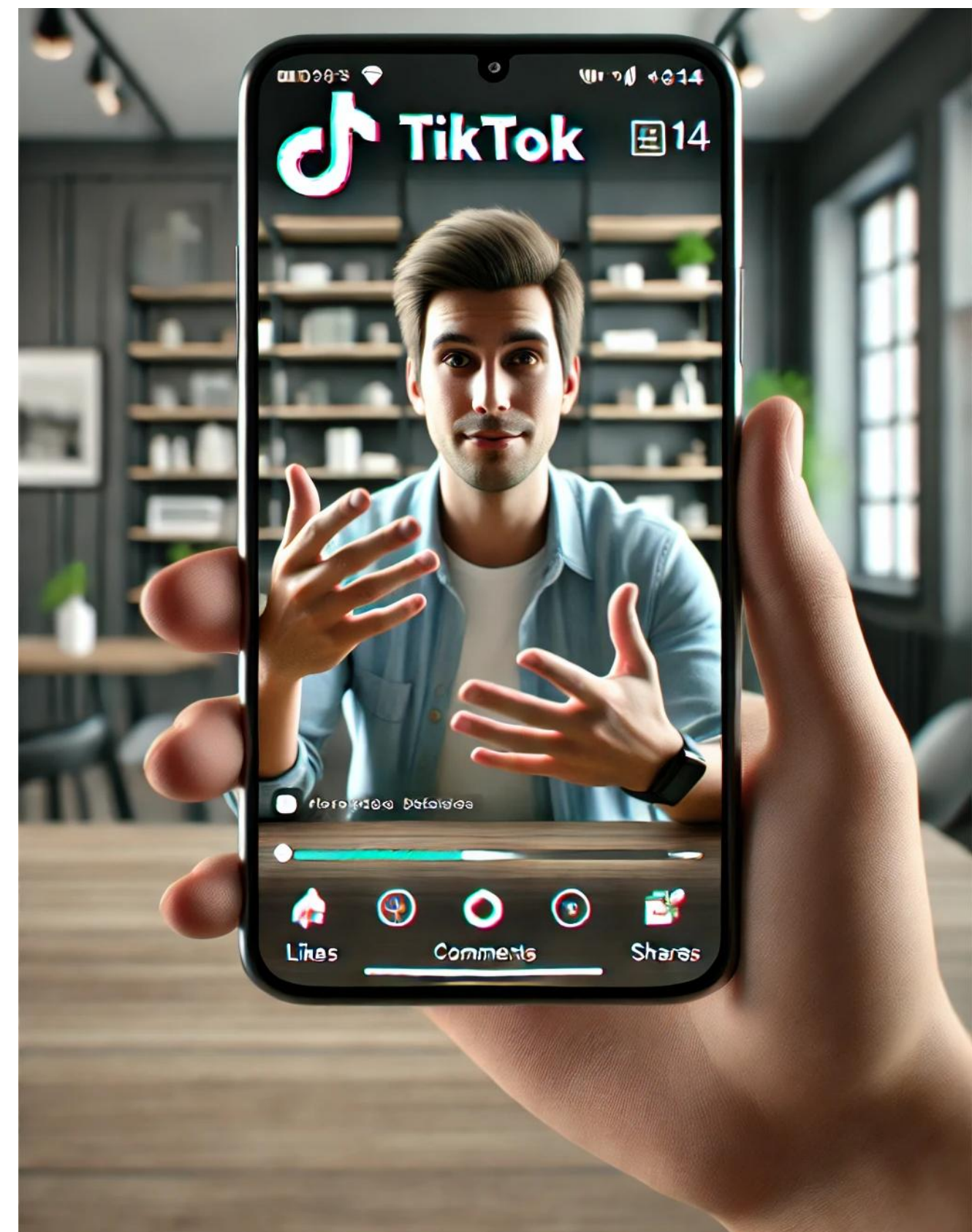
Reaching the public via franchisees

- WFC members will work with their franchisor members to mobilize franchisees to help spread the word about World Franchise Day
 - Because franchisees have a direct line to consumers, they are an important element of the strategy
- Franchisees will help reach consumers by:
 - Sharing franchise association (or franchisor) posts/content
 - In-store marketing
 - Creating original social media posts using sample messaging provided by franchise associations (see next page)
- In addition, it would be ideal if franchisees could host World Franchise Day events, such as:
 - Host a government official who wants to visit a location as part of World Franchise Day
 - Host/participate in interviews with media who are covering World Franchise Day

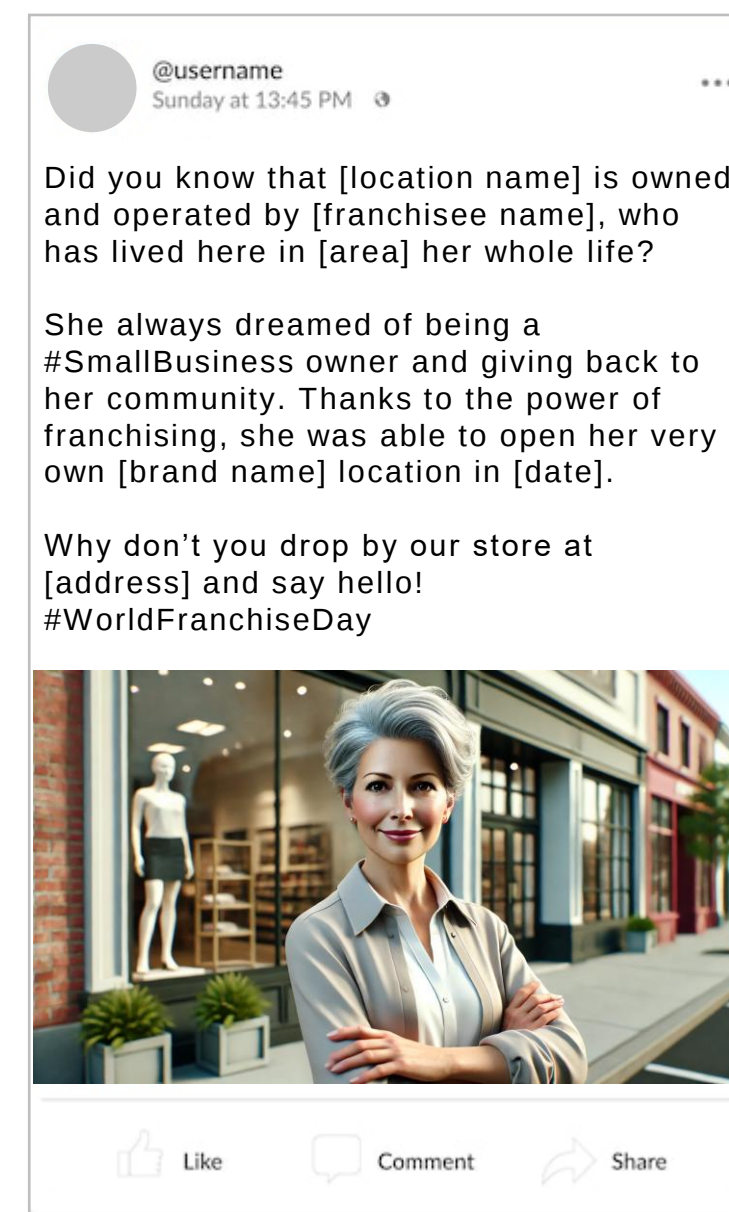
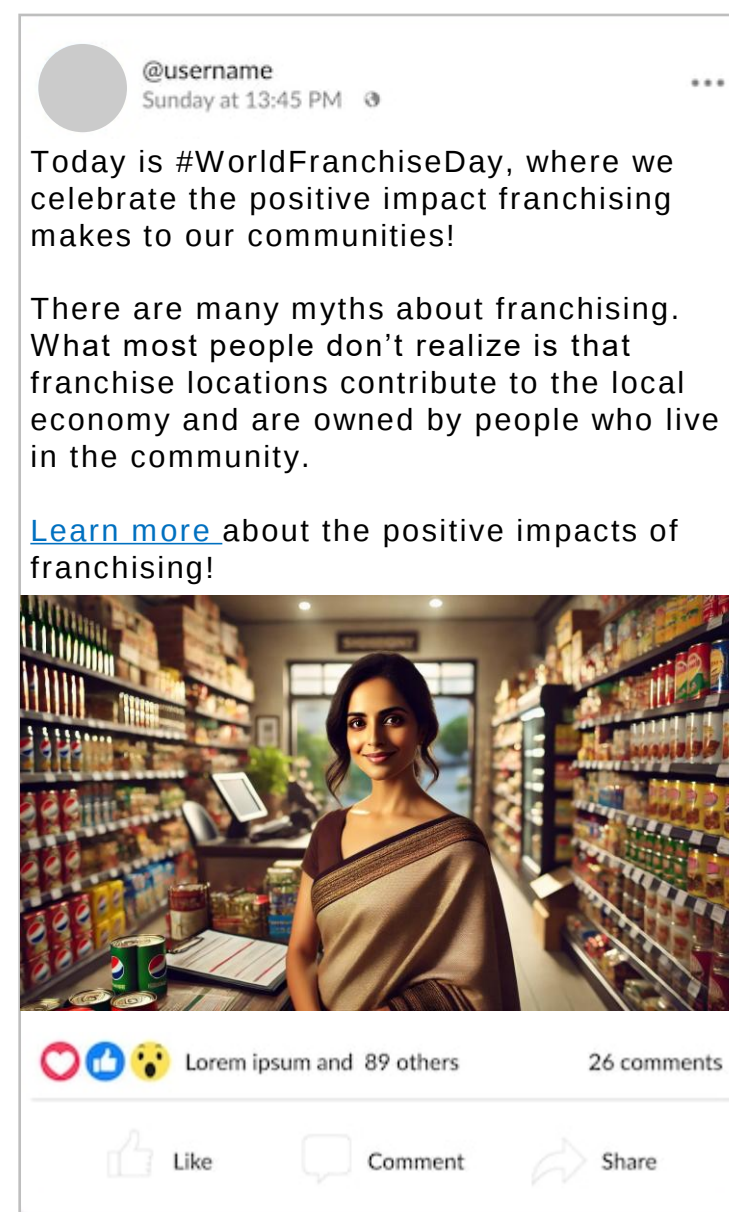


Ideas for franchisee content

- Create a video featuring the franchisee talking about how their franchise is a local business that contributes to the local community
- Create social posts/videos featuring their community involvement
- Create social posts/videos featuring their staff (in the context of being part of the community)



Example franchisee messaging



Note: These are meant as examples only. Each WFC member should tailor the approach for their market. Images are meant as examples only and should not be used in actual posts/ads.



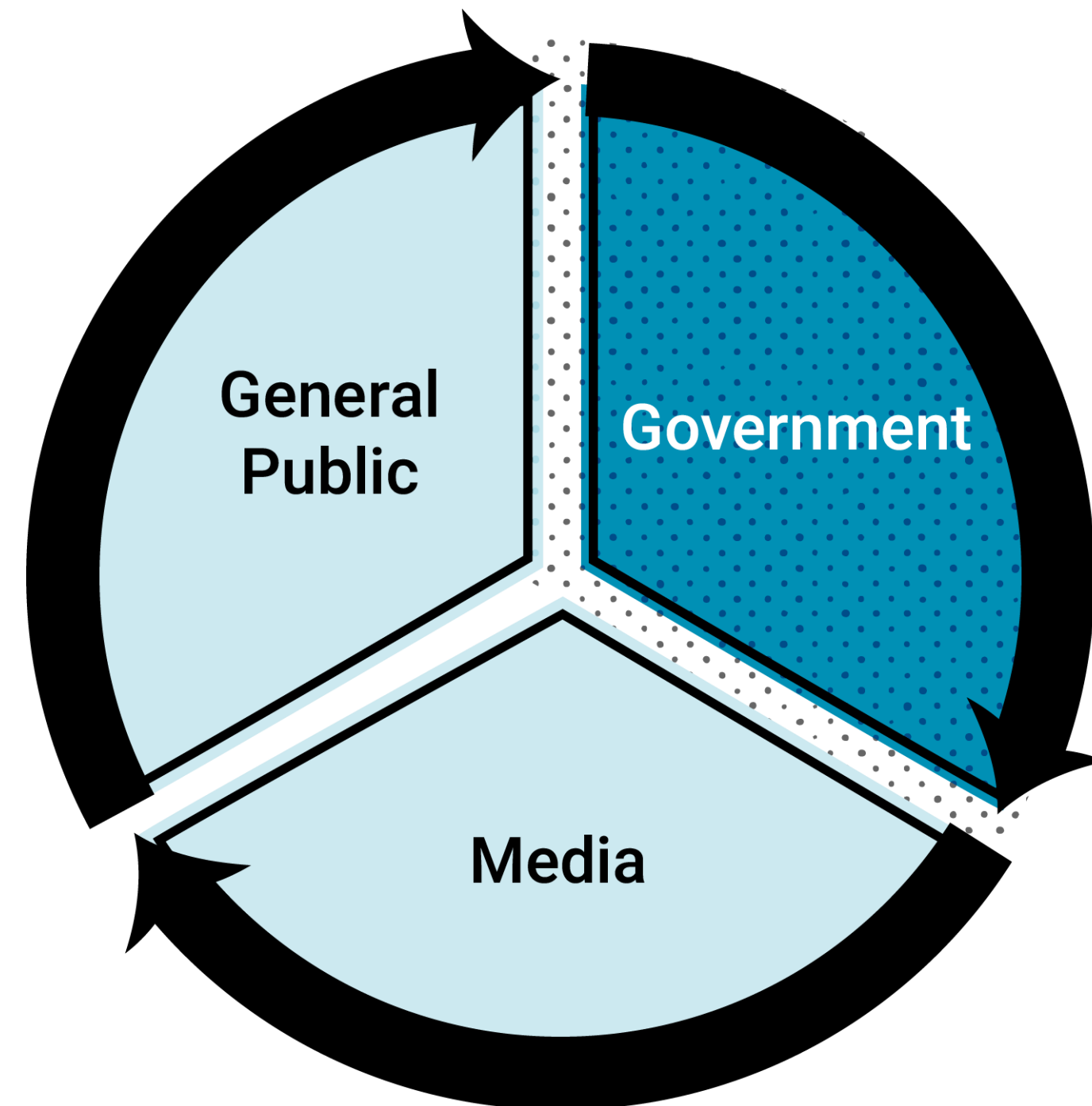
Reaching the public via media

- WFC members will create content for, and reach out to, media in their regions in an effort to earn media coverage about:
 - The launch of the first-ever World Franchise Day
 - World Franchise Day events/initiatives
- Some ideas to consider:
 - Arrange for interviews with the association president/CEO to talk about World Franchise Day
 - Work with media and franchisors/franchisees to arrange for interviews with franchisors/franchisees and potentially site visits to franchise locations
 - Arrange for interviews with supportive Government officials, potentially in a franchise location



How we will reach Government

- We will reach Government via the distribution channels outlined in the previous section:
 - Franchise associations
 - Media



Reaching Gov't via associations

- Where pertinent, WFC members will contact Government officials directly to communicate our core message:
 - Franchising is a major contributor to the local economy and employment
 - See sample email/memo to Government
- Each association should consider which level(s) of Government to coordinate with:
 - Federal
 - Provincial/state
 - Municipal
- As previously outlined, it would be ideal if we could convince Government to create a proclamation to declare the day as “World Franchise Day”
- An excellent opportunity is to find Government officials who are willing to make public statements about the positive aspects of franchising
 - Create shareable videos
 - Arrange for media interviews
 - Arrange for visits to franchise locations for “photo ops”

The “sample email” above will be hyperlinked:

- CFA to provide sample email that associations could use to engage government



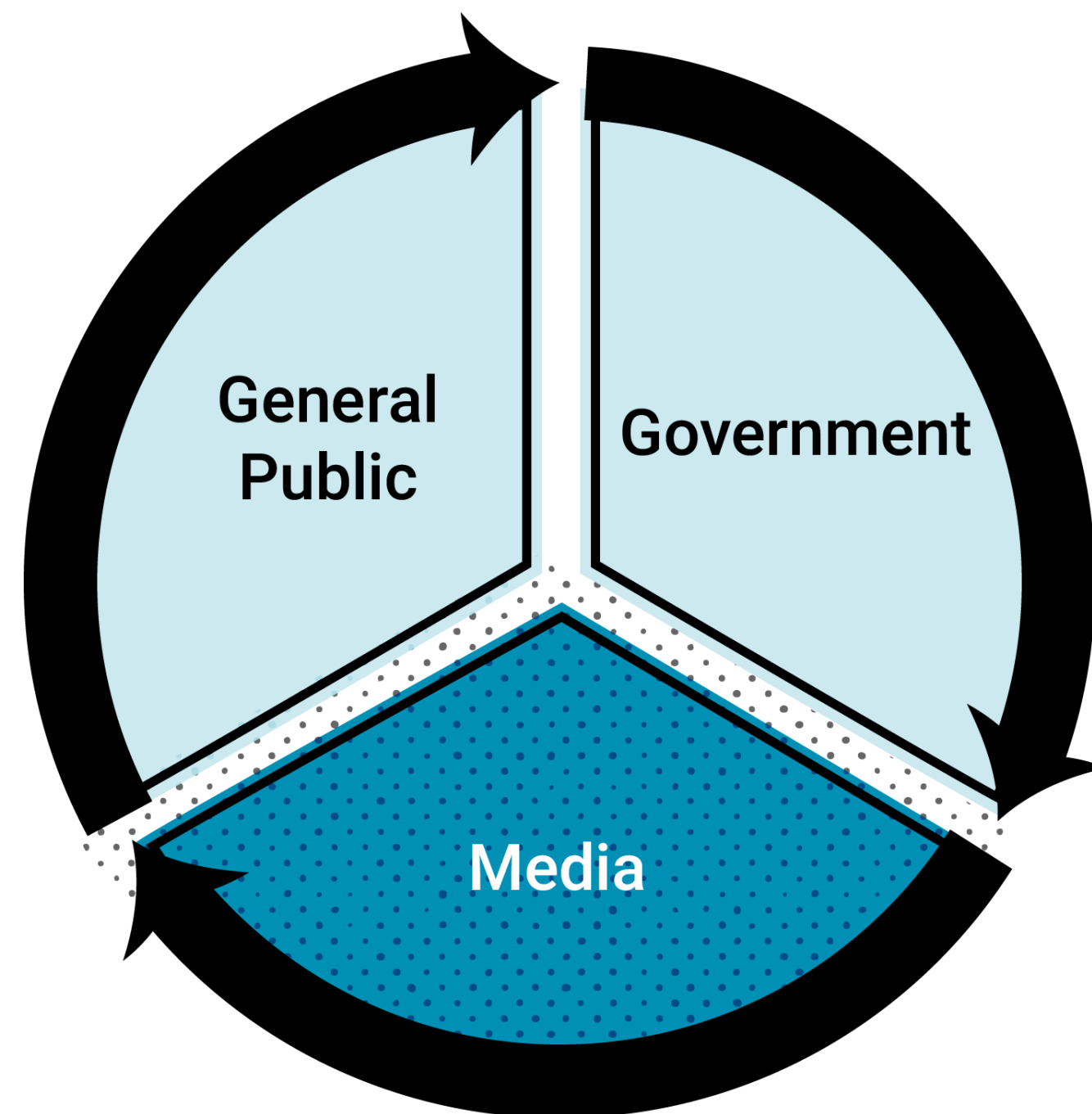
Reaching Gov't via media

- Media and Government outreach go hand-in-hand
- By reaching out and engaging media, franchise associations are creating an opportunity to reach both the general public and Government
 - This is particularly important in regions where the franchise association does not have a Government relations function
- See the following page for more information on reaching media



How we will reach media

- Franchise associations should actively reach out to media either directly or via a PR partner to make them aware of World Franchise Day and to communicate our core message:
 - Franchise locations are small businesses that are locally owned and contribute to the economy
 - Media is a key element of the strategy to reach both the general public and Government
 - See draft press release
- Press release to come from Fishman – will be hyperlinked above



SECTION FOUR

ROLLOUT APPROACH



Rollout approach

- The following pages outline a potential rollout approach for WFC members to consider
- This is a rough framework only – each WFC member should modify the approach as necessary to fit their needs



February

- World Franchise Council officially declares June 11, 2025 as World Franchise Day



February/March

- Associations share information about World Franchise Day with their executives/board
- Modify this document to suit your association's needs
 - Finalize target audiences
 - Fine-tune messaging and create draft messages/communications
 - Identify advertising budget
 - Identify communication channels and preferred communication platforms
 - Finalize press release
- Engage association partners
 - Engage your media/PR partners to fine-tune the approach and develop your launch plan
 - Begin creating content/webpages/posts/ads as appropriate
- Engage in Government outreach
 - Book meetings with pertinent federal, state/provincial, and municipal government officials



April/May

- Share information with your association members through emails, newsletters, conferences, mailers, etc.
 - The objective is to mobilize your members as outlined in this document, and for them to mobilize their franchisees
 - Be specific about how you would like them to participate (i.e. share social posts, create unique posts, communicate with and mobilize franchisees)
- Create media assets (i.e. social media posts, videos, etc.)
 - Shoot/edit videos, create FAQ on association website, etc.
 - Create media kit for franchisors (i.e. sample posts, posts that can be shared)
- Engage in conversations with Government officials
 - Attempt to secure “proclamations” as outlined in this document
 - Attempt to arrange franchise location visits as outlined in this document
- Finalize your media “pitch” and create assets

May/June

- Coordinate with local media to provide coverage based on your plan
 - Send out press release
 - Cover government location visits or proclamations, create stories about the “first-ever” World Franchise Day, etc.
- Coordinate with Government officials for site visits, etc.
- Mobilize franchisors and franchisees to act as distribution partners
- Deploy webpages as necessary
- Potentially launch paid efforts in advance of World Franchise Day to generate momentum (this is up to each association to decide as part of their strategy)



World Franchise Day (June 11, 2025)

- Publish information via association-owned channels
 - Social media, email, website, etc.
- Launch or ramp-up paid media
- Remind franchisors and franchisees to amplify messaging, including posting their own content
- Coordinate with media for coverage
- Directly message Government as appropriate
- WFC members should share World Franchise Day posts/content from other associations to emphasize the “worldwide” nature of the event

