

# PORT OF SUBS *Sandwich Shop*



## ANATOMY OF THE PROJECT

Summary of things created

- Menu Panels
- Impact Translites
- Door Clings
- Posters
- Sneeze Guards
- Menu Number Stickers
- Portion Control Guides
- Promotional Guides

### CLIENT DESCRIPTION

Port of Subs began in 1972 when two brothers opened a sandwich shop in Sparks, Nevada. Over the last 40 years they have expanded to 7 different states throughout the West with over 140 locations. They been recognized by Entrepreneur Magazine and Restaurants and Institutions “Top 400” as one of the best franchising restaurants.

In order to maintain that image, Port of Subs needed to make sure that each store provided the same positive experience to their customers across the nation.

### CREATIVE SOLUTION

Port of Subs created an online web-to-print portal where franchise owners can print customized store materials. With the click of a mouse, owners can easily select and order marketing collateral and have it shipped to their location.

By using Divvy, Port of Subs has been able to simply manage all of their marketing content from one, digital location. With old stores needing updated materials, and new stores opening on a regular basis, Port of Subs can now ensure consistent messaging across their 144 stores.

### RESULTS

Easy-to-use account was set up for consistent messaging.

Orders shipped to 144 different store locations.

Over 1,300 pieces of marketing content ordered, created, and shipped using the Divvy online platform.

124 menu boards with specified customizations delivered.

# PORT OF SUBS®



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 By Alexander's