

Timeline: Evolution of Franchise Brand Management of Local Advertising

Infographic by  Hyperlocology

1990s–2000s: Traditional Media



Local advertising focused on traditional channels, and produced generic messaging for franchisees targeted to DMAs.

Challenges:

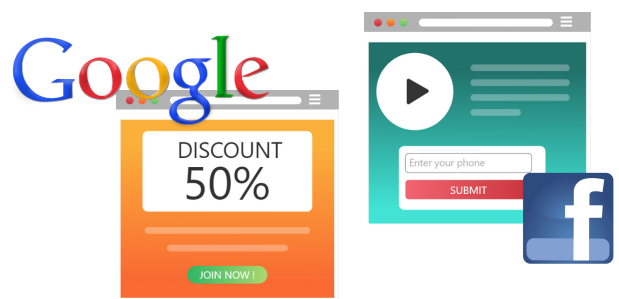
- Limited customization for local markets.
- High costs for traditional media.
- Franchisees struggled to manage local.

Franchise brands began to shift towards digital platforms, and brands adopted Digital Asset Management Tools.

2010–2015: Digital Asset Management

Challenges:

- Franchisees accessed approved assets and manually launch campaigns.
- Lack of local customization and automation.
- Complexities of managing platform algorithms without dedicated expertise.



2016–2020: Localized Digital Advertising Tools



Platforms emerged to automate single channel advertising, with a focus on sharing costs between corporate and franchisees.

Capabilities:

- Enabled better collaboration between corporate and franchisees.
- Provided basic campaign templates for franchisees to customize.

Challenges:

- Fragmented experience for franchisees, needing to switch between multiple platforms.
- Limited integration across advertising channels.

The New Way: Hyperlocology

- Custom local campaign creation with automation, AI, and seamless deployment.
- Franchisees can launch highly localized campaigns with a few clicks.
- Customizable templates enable alignment with local audience preferences.

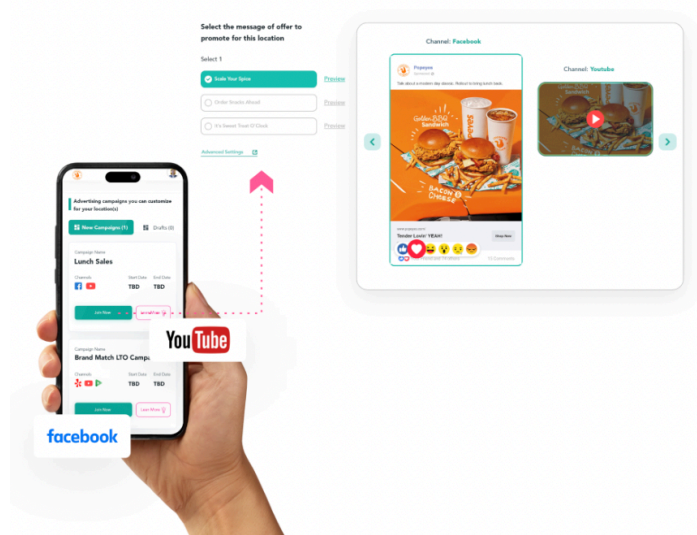
Key Features:

- Centralized management for corporate.
- Automation and seamless local activation.
- Analytics tailored to track ROI per location.

Impact:

- Significantly reduces time and effort for franchisees.
- Enhances local engagement across more channels with hyper-targeted advertising.
- Corporate ensures alignment with national and gains location-level oversight.

2021–Present: Automated National-to-Local Advertising Platform



The Future is Now: Unified Marketing Ecosystems

- Centralized platforms that integrate local and national marketing efforts across all top channels.
- AI-driven campaign personalization at scale.
- Enhanced franchisee empowerment through user-friendly technology.

