



RESTAURANTS ON THE RUN

SALES COLLATERAL DESIGN

July 30, 2014

PROJECT GOAL:

Design a sales collateral piece that implements the new positioning and visual system while presenting information that is easily digestible and intriguing.

FRONT COVER

- logo
- descriptor
- playful messaging/storytelling
- Foodgistics seal



- Left:
playful messaging/introduction
- Right:
Foodgistics definition



- Left:
Essential facts supporting reliability
- Right:
Corporate-focused facts

RELY ON US BECAUSE...

Restaurants on the Run is the nation's largest corporate focused food delivery service with:

21+ years in service

1,600+ restaurant selections

33+ different cuisines options

Anytime order capability:
Breakfast, lunch, dinner, and
everything in-between; 7 days a week



1

This ain't
no family
pizza night

Feeding your office is not the same as getting a family dinner delivered.

We've spent over 21 years learning and practicing the kind of higher standard and excellence needed to serve organizations and making sure our corporate customers look good through the entire experience.

98% on-time rating

99% accuracy

Simple and quick online, phone, or mobile ordering process

Customizable and flexible group or split ordering options

3+ million corporate orders a year, feeding over 40 million

- Left:
People/service-focused facts
- Right:
Transitional divider page (breather)
with playful messaging

2

It's all about the people

Restaurants on the Run is a company built by restaurant servers with a service philosophy.

Our corporate culture centers around knowing and meeting the needs of your people as well as our people. We were named the best place to work in 2013 while serving more than 100 of the Fortune 500 companies.

Savvy and experienced Foodgineers who know your location and are standing by to answer any questions such as:

- meal planning
- budget assistance
- calendar ordering
- problem anticipation and resolution

450+ on-demand drivers, serving more than 10 major markets

Ensure logistical accuracy and catch potential setbacks by double checking your order with our experts

Multi-media support in seconds via phone, chat, e-mail, and social

HERE'S WHAT MAKES US TICK:

- All about Foodgistics
- Specific definition
- The Perks
- Features
- Real-life application

FOODGISTICS

GREAT FOOD GREAT SERVICE + SMART LOGISTICS TRUE RELIABILITY

Foodgistics is our custom built order tracking and management system we've proven with over 21 years' experience collecting and utilizing delivery time data, restaurant preparation data, and quality assurance data.

THE PERKS:

- Your order is protected by the industry's highest standard for reliable order delivery.
- We can closely monitor your order from start to finish.
- We can work with our driver team in real-time to guarantee on-time arrival and better predict what might go wrong before it even does.

- ✓ **DRIVER TRACKING**
- ✓ **AUTOMATION**
- ✓ **GEOLOCATION**
- ✓ **PUSH NOTIFICATIONS**



We use proprietary technology to advance the way food and logistics come together.



This lets us confidently tell you: Give us as little as 60–90 minutes notice to bring food to your office—even for big catering orders—not just a pizza. That is hard to beat!

- Left:
Rewards and Promotions
- Right:
Contact information/availability,
Website,
Testimonials

EAT. GET FREE THINGS.

Rewards and Promotions

We think that sometimes in life, good things should happen in pairs. That's why we've built a family of rewards* to pair with your reliable food delivery. So you're not just getting what you need, you're also getting what you want.

3X Rewards

Earn 30 rewards points per \$1 spent on featured restaurants.

Plus 1

Get rewarded for planning multiple orders all at once.

Meal for Me

Earn a free restaurant gift card or cash to use on your order.

Refer a Friend

Get 30K rewards points or a \$20 gift card for every successful referral.

* Take advantage of what's available in your area.



WE'RE READY WHEN YOU ARE.

800.510.FOOD (3663)*

customercare@rotr.com

Availability:	Mon-Thu	8:00am-8:00pm
	Fri	8:00am-8:30pm
	Sat	3:30am-8:30pm
	Sun	3:30am-8:00pm

* To speak with a specialist about a restaurant food delivery and catering request or to set up a corporate account with personalized catering menus, one point of contact and more, please ask for our Business Development department.

Visit us online.

www.rotr.com

"The customization of the order including the variety of restaurants available, unique items just for ROTR customers, a name associated with each item for simplicity, and a note to provide extra directions to the driver for hard to find spots is great."

Jan C. / West Hills, CA

"This is a fantastic service, LOVE ROTR!! I have used it multiple times, each time having my food delivered mostly on time. The delivery people are pleasant, it's easy to order and the selection of restaurants is great."

Heather V. / Seattle, WA

BACK COVER

- logo
- website
- playful messaging
- copyright



OVERVIEW



RESTAURANTS
ON THE RUN

PREMIUM CORPORATE FOOD DELIVERY AND CATERING SERVICES

WELCOME TO THE
GREATEST FOOD
DELIVERY STORY
THERE EVER WAS



HELLO.

WELCOME TO
FOODGISTICS



The science behind reliable corporate food delivery.

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 AUTOMATION

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 PUSH NOTIFICATIONS

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Plus 1

Get rewarded for planning multiple orders all at once.

Meal for Me

Earn a free restaurant gift card or cash to use on your order.

Refer a Friend

Get 50x rewards points or a \$50 gift card for every successful referral.

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"The customization of the order according the variety of restaurants available, unique forms for the B2B customers, a secure connection with work hours for simplicity, and a code to provide with the driver to the driver for food that is not in stock."

John C. / President, USA

"This is a fantastic service. I love the fact that you can order in multiple times, each time having my food delivered exactly where I want. The delivery people are great. It is a very easy order and the customer's experience is great."

Michael J. / Director, USA



RESTAURANTS
ON THE RUN

www.rotr.com

...AND THAT, MY FRIENDS,
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CORPORATE FOOD DELIVERY
WAS BORN.

NEXT STEPS

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- 1. Collect feedback in two business days**
- 2. Deliver final sales collateral design by Wednesday, 8/6/14**

Thank you.