



Dot It facilitates Freebirds Holiday POP kit to stores nationwide, streamlining process and ensuring accurate and timely delivery for holiday promotion.

THE CLIENT

Freebirds World Burrito is a fast casual Tex-Mex restaurant concept based in Austin, TX. Freebirds began in College Station in 1990, and has since grown to 55 locations spread across Texas.

THE CHALLENGE

Freebirds sends multiple POP kits throughout the year to its 55 locations in Texas including a Holiday POP kit that includes various custom print items, such as banners, signage, clings, gift cards, and table toppers. One of Freebirds' pain points was managing their POP kits effectively and ensuring each location received all the materials in a timely manner. They sought assistance with the full fulfillment process including sourcing product, printing, kitting, and distribution to their locations. They also looked for a partner to facilitate store-level account support throughout the full process.



Gift Cards & Gift Card Sleeves

GOALS

The Holiday POP kit fulfillment program created for Freebirds had three main goals:

1. Manage all Holiday POP kit production and distribution
2. Facilitate account support at the store-level for POP kits
3. Ensure timely and accurate product shipments to all Freebirds locations

THE SOLUTION

Dot It created a turnkey rollout program for Freebirds that included the sourcing, printing, kitting, and distribution of all items in their Holiday POP kits. Items may include:

- ✓ Bag Stuffers
- ✓ Counter Cards
- ✓ Banners & Signage
- ✓ Table Tents
- ✓ Magnets
- ✓ Decals & Clings
- ✓ Gift Card Sleeves & Displays

Freebirds has a dedicated account manager to help facilitate the setup of each POP kit rollout as well as store-level support post-rollout for any store queries.



“ Dot It is such a valuable resource in our fast-paced and ever-evolving business climate. They manage the majority of our printing, fulfillment, and e-commerce needs with terrific service. I greatly appreciate the timely support and focused attention that we receive. They’re a great partner, and I can’t imagine doing my job without them! ”

- Dan Parker, Marketing Project Manager, Freebirds

THE RESULTS

Since Freebirds partnered with Dot It to fulfill their Holiday POP kit shipments, the process has been streamlined, resulting in fewer shipping errors and delays, increases in franchisee participation and program adoption, and better account support and management. This allows corporate to focus on other aspects of their business, and leave the POP kit shipments to Dot It.