



FROM STRENGTH TO STRENGTH FOR FRANCHISE BRANDS

In line with their strategy of organic growth, parent company of leading high street names Ovensclean and ChipsAway, Franchise Brands, is celebrating record results from a fantastic 2015!

Franchise Brands credit the amazing success down to a mixture of optimising existing marketing campaigns, plus the introduction of new activity, such as the extensive TV advertising starting for the first time last year for the Ovensclean network.



Group Marketing Manager, Rebecca de Chair says, "As each brand has grown, we've re-invested and explored new routes to continue our reach. Implementing a highly-targeted TV campaign helped achieve a staggering uplift in demand last year, equating to over £3m worth of opportunity sent to the Ovensclean network and over £31m for ChipsAway! We've also seen a 20% rise in website hits for ChipsAway, and a 34% increase in visitors for Ovensclean."

But the success doesn't stop there. Strategic plans are in place to ensure the company's continued upward trajectory.

"We will continue to expand both in the UK and internationally with our existing franchises," says CEO Tim Harris. "There are also plans to acquire other complementary businesses alongside. We're all passionate about what we do, so we're looking forward to a very busy and exciting 2016."

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