**Co-Op 2025**

**Collaborative Campaign Thought Starters**

*This document is designed as a tool to generate campaign ideas that encourage Restore franchisees to partner with one another within their local markets. By working together, franchisees in the same area can mutually benefit one another, thereby "lifting all boats" and strengthening brand visibility and customer engagement on a larger scale.*

**“We’ve Got You Covered” Campaign**

**Message**: no matter where disaster strikes in a local area, the Restore network is equipped and ready.

**Execution**: Franchisees in the same local area to promote a unified campaign that highlights their combined services, letting customers know that help is close by. Each franchise can contribute funds for a pooled local advertising budget for social media, billboards, or digital ads.

**Get started**: Ready-to-use campaign assets will be coming to the Marketing Hub by March. Have questions? Reach out to marketingrequests@servicemaster.com

**Participation in the *We Serve: Veterans* Initiative**

**Overview**: Franchisees sponsor *We Serve: Veterans* initiatives together to benefit Hire Heroes USA and the overall SMR brand.

**Execution**: Each franchisee contributes to the costs and collectively shares the benefits of increased brand exposure. Other local community event sponsorships may also qualify, subject to case-by-case evaluation.

**Get started**: Reach out to Erika to learn more about *We Serve: Veterans*opportunities: erika.gardner@servicemaster.com

**Unified Local PPC Campaign**

**Overview**: Franchisees in close proximity collaborate on an PPC strategy to drive local traffic to all of their locations.

**Execution**: Unified PPC strategy operates in a round-robin format, with ad exposure allocated based on the percentage of the budget each franchise contributes. The in-house digital team will develop customized strategy recommendations for each group of franchises.

**Get started**: Reach out to Brittany for an exploration call at brittany.washburn@servicemaster.com