



CASE STUDY

OBJECTIVES

To increase sales by raising awareness of the “Market” initiative at Huddle House and Perkins locations in need of additional revenue during the beginning of the pandemic.

“The All Points team worked quickly and effectively to provide PR support for our franchisees on a rapid rollout of the Huddle Market and Perkins Market initiatives. The local market press coverage they secured helped drive awareness around an important alternative revenue stream for our franchisees during the beginning of the pandemic.”

Alison Delaney, Chief Marketing Officer

APPROACH



LOCAL
MARKET PR



TRADE
PUBLICATIONS



NATIONAL
CONSUMER PR

RESULTS

The Globe

“PERKINS MARKET
OPERATING IN
WORTHINGTON STORE”

6

TV SEGMENTS

11

PRINT
PLACEMENTS

The Tatonton Messenger

“HUDDLE HOUSE
OFFERING GROCERIES
DURING THE PANDEMIC”

3,119,200

PRESS IMPRESSIONS

6

NATIONAL TRADE
PLACEMENTS

THE POINT



SUPPORTED
FRANCHISEES



INCREASED
AWARENESS



DROVE TRAFFIC
FOR COVID-ERA
INITIATIVE



HIGHLIGHTED
COMMUNITY
RELATIONS