



# CASE STUDY

## OBJECTIVE

To create brand awareness in a new region/state for Wing It On! and drive sales throughout the grand opening timeframe.

## APPROACH



FRANCHISE  
DEVELOPMENT  
PR



MULTI-CHANNEL  
ADVERTISING  
STRATEGY

## RESULTS



“WING IT ON! OPENS  
FIRST LOCATION  
IN ALABAMA”

Montgomery  
Advertiser

“CHICKEN CHAIN WIING  
IT ON! COMES TO ROOST  
IN PRATTVILLE”

291, 551

AD IMPRESSIONS

1,952

AD LINK CLICKS

600 LBS.

OF WINGS SOLD IN 2.5 DAYS

1,200 ITEMS

SOLD TO 580 GUESTS

“Thank you for believing in our company’s mission and elevating our brand with tenacious creativity and unwavering support. We are thrilled to be working with the All Points team. Every project has made a positive impact on our growth.”

*Justin Egan, Wing It On!  
Chief Marketing Officer & Co-Founder*

## THE POINT



GENERATED BRAND  
AWARENESS IN BRAND  
NEW MARKET



ESTABLISHED  
LOCAL COMMUNITY  
CONNECTIONS



DROVE STRONG SALES  
FOR NEWLY OPENED  
LOCATION DURING  
PIVOTAL TIME