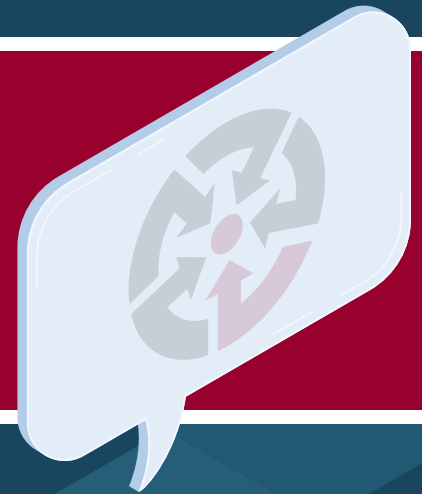


# CASE STUDY



## OBJECTIVES

To support business goals for franchise members through strategic local market and national trade public relations.

## APPROACH



**MEDIA RELATIONS**



**PRESS RELEASE WRITING**



**BYLINE ARTICLES**

## RESULTS

**GoUpstate.com**

“ALLEGRA SALES PRO RECEIVES INTERNATIONAL AWARD”

**10,800,000+ IMPRESSIONS**

**OTTAWA BUSINESS JOURNAL**

“HATS OFF: ALLEGRA HONORED”

**90+ PLACEMENTS**

“All Points PR’s professionalism and relentless pursuit of media placements has resulted in enhanced press coverage for our franchise network.”

*Johnna Rettig, Director of Communications, Alliance Franchise Brands Marketing & Print Division*

## THE POINT



**LOCAL MARKET AWARENESS**



**REVENUE-DRIVING PR RESULTS**



**GROWTH OF KEY CUSTOMER AUDIENCES**



**FRANCHISEE AWARD PR**