

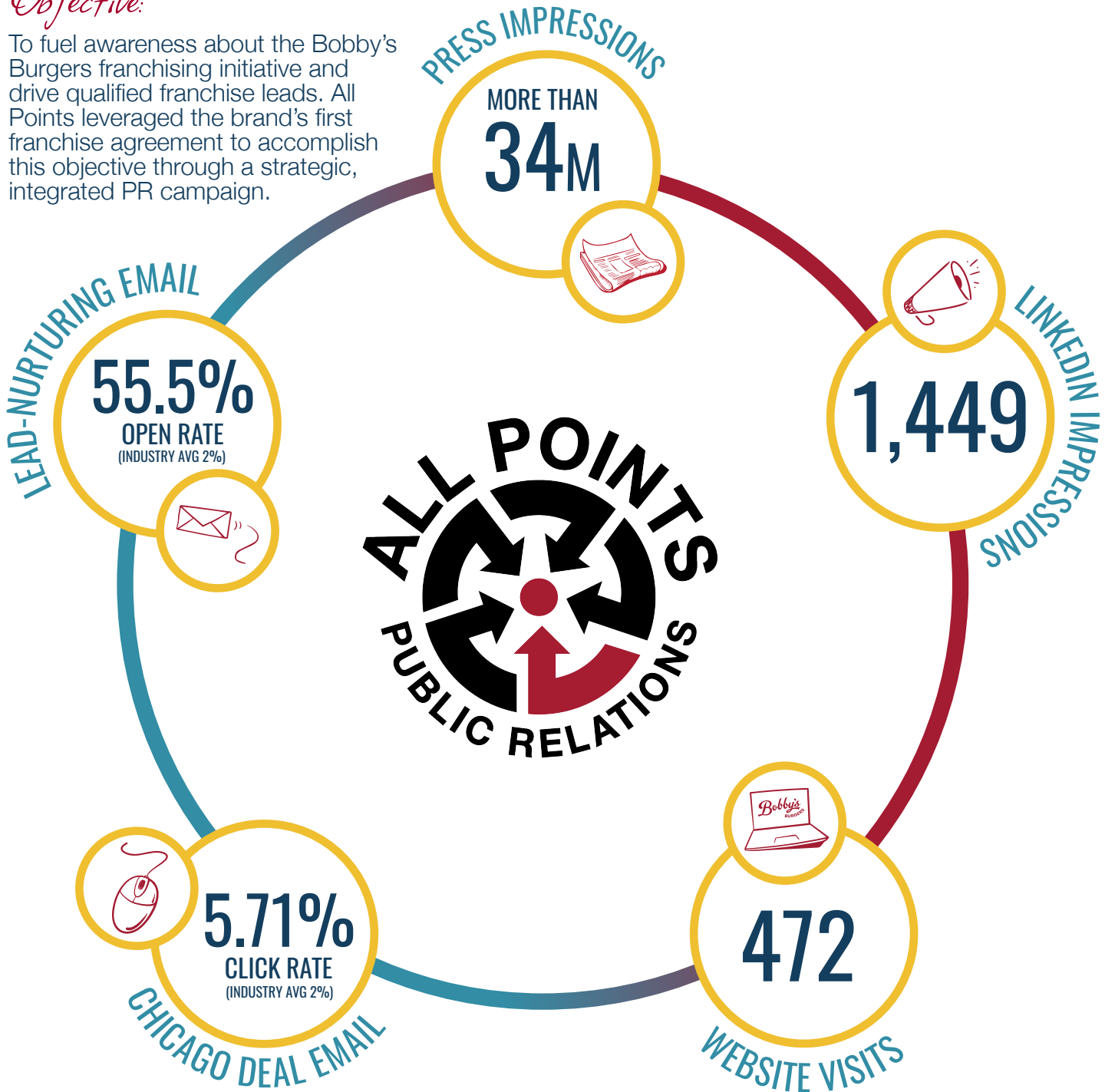
Bobby's Case Study

BURGERS
by Bobby Flay

FRANCHISE DEVELOPMENT
POWERED BY INTEGRATED PR

Objective:

To fuel awareness about the Bobby's Burgers franchising initiative and drive qualified franchise leads. All Points leveraged the brand's first franchise agreement to accomplish this objective through a strategic, integrated PR campaign.



the point



**DROVE FRANCHISE
INVESTOR
AWARENESS**



**INCREASED
DEVELOPMENT
INTEREST**



**NURTURED
LEAD
PIPELINE**