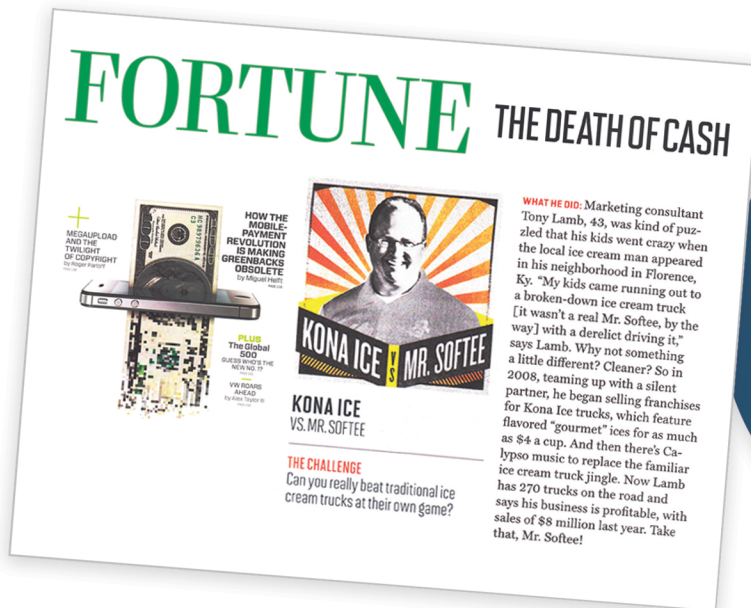


## Case Study: Kona Ice

# Brand Bursts onto National Scene



## The Point!

All Points PR's results are measurable and achieve tremendous return on investment.

**Objective:** To generate qualified franchisee leads that convert into completed franchise agreements for Kona Ice.

**Approach:** With a clear-cut understanding of franchisor and franchisee perspectives, All Points PR created and implemented a strategic national and regional publicity plan to further Kona Ice's presence in the franchising sector and to show the momentum behind the brand.

This included:

- ▶ Securing press placements with the most prestigious consumer and trade media outlets in top tier markets
- ▶ Leveraging the successes of existing franchisees to develop and generate press
- ▶ Proactively producing opportunities that build buzz for new Kona Ice franchisees

**Results:** All Points PR's focused public relations efforts resulted in more than 100 million media impressions. Stories with *Entrepreneur*, *Fortune*, *FOX News Channel's "FOX & Friends,"* *CNBC*, *The Wall Street Journal*, *Nation's Restaurant News*, *Houston Chronicle*, *Salt Lake Tribune* and *South Florida Sun Sentinel* were all secured to enhance Kona Ice's franchise development program. Hundreds of qualified leads resulted from All Points PR's efforts; many have now become Kona Ice franchisees.