



# CASE STUDY



**INCREASED  
AWARENESS OF  
BRAND INNOVATION**



**DEVELOPED &  
EXECUTED TARGETED  
MEDIA RELATIONS  
STRATEGY**



**SECURED NOTABLE  
EARNED MEDIA**

# OUR APPROACH

All Points PR developed a targeted media relations strategy for Perkins to announce its new innovative virtual bakery with franchise and restaurant trade publications. The team adapted client messaging to effectively personalize the story to each reporter's beat, resulting in coverage online and posts on reporters' Twitter feeds.

**Franchise Times**  
The News and Information Source for Franchising

"Perkins Makes a Virtual Restaurant Play with Bakery Brand"

**RESTAURANT**  
BUSINESS

"Perkins saw a void in the virtual kitchen space and filled it with sweet treats"

**5**

TRADE PRESS  
PLACEMENTS

**19K+**

TWITTER  
IMPRESSIONS

**886K+**

PRESS  
IMPRESSIONS

The team at All Points did a great job of getting coverage for our new Bakery by Perkins initiative. Within three weeks of launch, the team helped us secure and prepare for three interviews, providing a platform to discuss our brand's plans for digital innovation in our Bakery. We appreciate their guidance and messaging support.

**JOE ARTIME**

VP of Marketing for Perkins