

# **CASE STUDY**

#### **OBJECTIVE**

To increase awareness and drive lead generation for the Taco John's franchise opportunity with relevant, qualified franchisee prospects through exposure in targeted trade media and with local press in growth markets.

#### **APPROACH**



LOCAL MARKET PR TRADE PUBLICATIONS

## **RESULTS**



WANTS TO COOK UP
MORE LOCATIONS IN KC"



"TACO JOHN'S GROWING IN C-STORES AND TRAVEL PLAZAS"

30 NATIONAL TRADE

**PLACEMENTS** 

10

14M+

GROWTH MARKET FEATURE STORIES

PRESS IMPRESSIONS "All Points has played an essential role in raising awareness and earning credibility for our franchise opportunity through dozens of strategic press placements. We can directly attribute lead activity to their PR efforts. It's a critical component of our franchise development strategy."

Brooks Speirs, Taco John's Vice President of Franchise Development

### THE POINT



EARNED CREDIBILITY IN GROWTH MARKETS



INCREASED FRANCHISE OPPORTUNITY AWARENESS



BUILT BUZZ WITH INDUSTRY INFLUENCERS



DROVE QUALITY LEADS

