# CINNAHOLIC Gourmet Cinnamon Rolls

## **OBJECTIVE**

Throughout 2018 and 2019, core objectives included driving awareness, trial, loyalty and revenues as part of each franchise location's grand opening phase.

#### APPROACH

89°



LOCAL MARKET PRESS OUTREACH PRESS RELEASE

GRAND OPENING EVENT SUPPORT



Charlotte MAGAZINE

"CINNAHOLIC ROLLS OUT SECOND CHARLOTTE LOCATION"

110+ PLACEMENTS

### EATER

"CINNAHOLIC'S VEGAN CINNAMON ROLLS ARE HEADED TO PEARLAND"

150,000,000+ IMPRESSIONS "The buzz generated for openings exponentially magnifies excitement surrounding the brand in communities and with franchisee prospects."

Daryl Dollinger, Partner, Cinnaholic

# THE POINTImage: point of the point of

CREDIBILITY BUILT WITH TOP-TIER MEDIA



ALL POINTS