

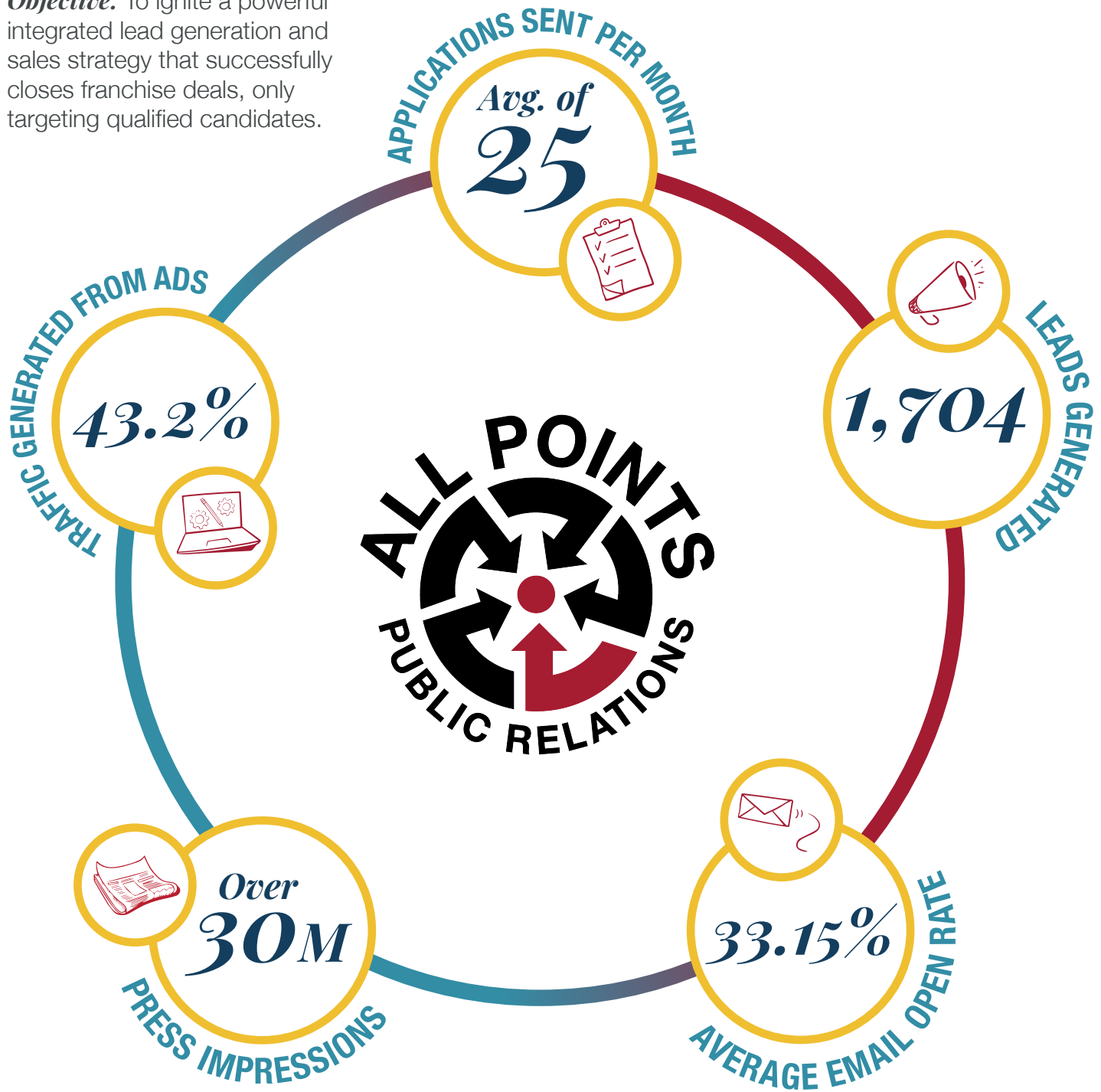


**VITALITYBOWLS**  
• SUPERFOOD CAFÉ •

# CASE STUDY

## NINE-MONTH INTEGRATED PR APPROACH

**Objective:** To ignite a powerful integrated lead generation and sales strategy that successfully closes franchise deals, only targeting qualified candidates.



### THE POINT



INDUSTRY-LEADING EXPOSURE



RECORD-SETTING LEADS GENERATED



CRM & LEAD NURTURING MANAGEMENT