



**WING IT ON!**  
WINGS 'N WICHES

# CASE STUDY



**INCREASED  
AWARENESS OF  
BRAND & MENU**



**LEVERAGED  
LOCAL MARKET  
INFLUENCERS**



**DEVELOPED &  
IMPLEMENTED  
DIGITAL AD  
STRATEGY**

# OUR APPROACH

All Points PR developed and executed a high performing, integrated campaign for the launch of a new menu item. Focused on creating awareness and driving sales, the campaign's strategy included local market and regional consumer media relations, influencer partnerships, organic social media and a six-week digital marketing ad strategy in all Wing It On! markets.

**Montgomery Advertiser**  
PART OF THE USA TODAY NETWORK



"Say 'Hi' to the thigh:  
Crispy thigh wings at  
Prattville's Wing It On! for  
a limited time"



**27%**

INCREASE IN  
SALES VOLUME

**25**

PRESS  
PLACEMENTS

**9**

INFLUENCER  
VISITS

**3K+**

AD CLICKS

"The APPR team was the perfect partner to help us boost awareness for our Thigh Wing LTO. Their creative approach to messaging, influencer outreach and ad strategy helped our emerging franchise system see an immediate impact to sales during the 6-week campaign with a 27% increase in volume across all participating stores."

**JUSTIN EGAN**

CMO & Co-Founder of Wing It On!