

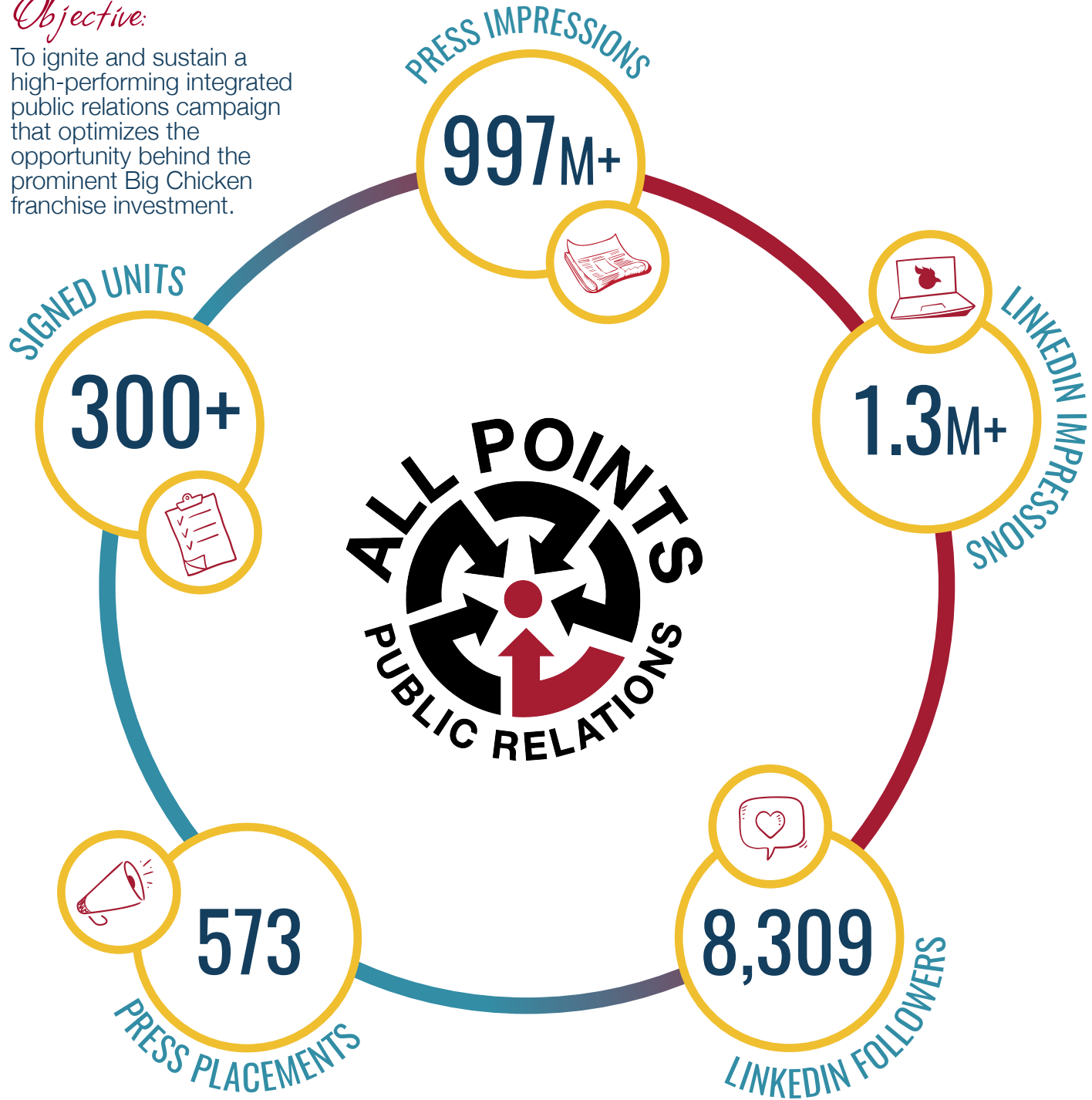


Case Study

FRANCHISE DEVELOPMENT POWERED BY INTEGRATED PR JUNE 2021 – CURRENT

Objective:

To ignite and sustain a high-performing integrated public relations campaign that optimizes the opportunity behind the prominent Big Chicken franchise investment.



the point



DESIGNED WINNING FRANCHISE AWARENESS CAMPAIGN



MAXIMIZED FRANCHISE INVESTMENT PROPOSITION



LEVERAGED ICONIC EXECUTIVE LEADERSHIP