







OBJECTIVE:

Through a two-pronged, local and national, media relations strategy, All Points leveraged the news of a signed franchise deal for Southern California to highlight The Buona Companies' dual-branded franchise opportunity in additional target markets statewide and across the country.



MESSAGING IN TOP-TIER MEDIA **OUTLETS**

press placements





CREATED **HUGE BUZZ** LOCALLY

41.5 MILLION+ local press impressions





EXTENDED FRANCHISE DEVELOPMENT MESSAGING NATIONWIDE

583 MILLION+ national press impressions





SPARKED FRANCHISE INVESTOR INTEREST

franchise inquiries from press





REACHED **QUALIFIED CANDIDATES**

franchise interviews scheduled



COVERED BY:

SACRAMENTO **BUSINESS JOURNAL**





