



cicis  
pizza

## CASE STUDY



**CONTROLLED  
MESSAGING AROUND  
POTENTIALLY  
DAMAGING NEWS**



**INCREASED  
AWARENESS OF  
BRAND STRENGTHS**



**CLEARLY  
COMMUNICATED KEY  
INFORMATION TO  
STAKEHOLDERS**

## OUR APPROACH

All Points PR developed a crisis plan for a potentially damaging news event. The plan included crafting statements for several audiences, including corporate employees, vendors, franchisees and their employees, customers, press and social media. All Points PR managed all inquiries from press and consumers, while also coordinating positive press opportunities.

**Franchise Times**

“Out of Bankruptcy,  
Cici's New Owners  
Plot Growth Push”

**QSR**

“Cicis is Initiating  
a Renewed  
Turnaround Strategy”

## #1 SALES DAY

SYSTEMWIDE AFTER  
PRESS RELEASE POSTING

**112**

PRESS  
POSTINGS

**119M+**

POTENTIAL  
AUDIENCE

“Our business, like many during the pandemic, has had to make shifts in our operating strategy. It was critical to communicate shifts as they were happening in real time with media and guests. All Points was a key, strategic thought partner throughout the process, keeping awareness and affinity for our brand top of mind and ensuring transparent communication throughout.”

**LAUREN SMARON**

VP of Marketing for Cicis