

OBJECTIVE:

To design and execute a six-month integrated PR strategy to support ongoing development and generate interest with qualified franchise candidates.

RESULTS:



AMPLIFIED
BRAND
RECOGNITION

PLANNING

- Brainstorm - April
- Strategy Presentation - May

EXECUTION

- First Half-Year Successes - July
- Inclusion in Ownership Initiative - Aug.
- Highlight Retailer Partnerships - Sept.
- Road to 400 Locations - Oct.
- International Expansion - Nov.
- Year in Review - Dec.



INCREASED
SOCIAL MEDIA
PRESENCE

19.5M+
press impressions



CULTIVATED A
ROBUST LEAD
PIPELINE

40K+
social impressions



BOOSTED INTEREST
IN FRANCHISE
OPPORTUNITY

27.5%
email open rate



CULTIVATED A
ROBUST LEAD
PIPELINE

2.75%
email click rate



1,600+
franchising inquires

