

## OBJECTIVE:

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

## 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.

## RESULTS:



AMPLIFIED  
BRAND  
RECOGNITION

19.5M+  
press impressions



INCREASED  
SOCIAL MEDIA  
PRESENCE

40K+  
social impressions



CULTIVATED A  
ROBUST LEAD  
PIPELINE

27.5%  
email open rate



BOOSTED INTEREST  
IN FRANCHISE  
OPPORTUNITY

2.75%  
email click rate



CULTIVATED A  
ROBUST LEAD  
PIPELINE

1,600+  
franchising inquires

