

# CASE STUDY

## ALLEGRA MARKETING PRINT MAIL

### THE PLAN INCLUDED

**ALL POINTS**  
PUBLIC RELATIONS



Local market press  
outreach/story  
angle development



Press release  
writing and  
distribution

**ALLEGRA**  
MARKETING • PRINT • MAIL

### OBJECTIVE

To support business objectives/profitability goals for franchise members through strategic local market public relations.

### APPROACH

With franchisees in the Allegra Marketing Print Mail (Allegra) system operating at various stages of the business lifecycle, All Points worked closely with owners from coast-to-coast with customized, targeted local market media relations. From new franchisees entering the system, to existing franchises expanding their operations, and long-time owners going through re-branding phases, and many just seeking a boost in their market, the PR strategy implemented was designed to support all franchisees no matter their standing.

### RESULT

All Points PR's focused press outreach efforts resulted in more franchise members receiving press than ever before in the company's 40-plus year history. Additionally, as a close partner to the Allegra corporate marketing team, All Points PR served a meaningful role, freeing up the internal team to focus on other high-impact support programs and services for the network. Several dozen media placements have been earned from coast to coast.

All Points PR's professionalism and relentless pursuit of media placements has resulted in enhanced press coverage for our franchise network.

*Johnna Rettig, Director of  
Communications, Alliance Franchise  
Brands Marketing & Print Division*

### THE POINT

Awareness in local markets created through revenue-driving media announcements served to grow the prominence of each location with key customer audiences.

**ALL POINTS**  
PUBLIC RELATIONS

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