

Case Study: Little Caesars Pizza

America's Fastest-Growing Pizza Chain



The Point!

Target market publicity efforts were integrated with a social media campaign to earn qualified franchise leads that have driven development efforts.

Objective: To create awareness that drives franchise leads in small, targeted markets nationwide for popular pizza concept Little Caesars.

Approach: Little Caesars has thousands of North American locations – but many small markets were still untapped. The brand was ready to strategically expand into these markets, often with a specific neighborhood or shopping center in mind, but needed help finding prospective franchisees.

All Points PR's target plan included:

- ▶ Targeted media relations
- ▶ Strategic franchise development-focused social media
- ▶ Interview training for executive team
- ▶ Target market research

The integrated efforts enhanced the brand's visibility and awareness of the franchise opportunity, resulting in high-quality franchise leads.

Results: All Points' targeted pitching was immediately successful — the brand saw a drastic increase in qualified franchise leads from the priority markets. Additionally, All Points launched and successfully grew the Little Caesars franchise development LinkedIn page to expand awareness. Little Caesars is now the fastest-growing pizza chain in America.