

Case Study: TapSnap

PR Provides the Boost New Franchisees Need



The Point!

Franchisees need a healthy dose of PR to kickoff their new business. Their early success and satisfaction are dependent on it.

Objective: To support new franchisees with grand opening PR campaigns that generate local market awareness and spur initial sales for the futuristic photo booth brand.

Approach: By creating a customized press release for each franchisee and through local market publicity results, TapSnap franchisees feel the unwavering support of their franchisor and are in prime position to reach their revenue goals.

The PR campaign successfully delivers:

- ▶ Brand messaging to targeted consumers
- ▶ Beneficial media relationships for the franchisees
- ▶ Human interest and trendsetting technology storylines

Results: TapSnap's relationship with All Points PR has helped the franchisor quickly grow to more than 200 units in just two years of franchising. At the same time, the local market support is quickly kicking franchisees' sales into high gear, keeping them extremely satisfied with their investment. All Points PR earned highly credible editorial press coverage from top-tier media outlets such as the *Houston Chronicle*, *South Florida Sun-Sentinel* and *Tampa Bay Times*. These articles discuss the growth of TapSnap into new markets, profile the new franchisees, and position TapSnap as the newest trend in event entertainment.