

# CASE STUDY

## VITALITY BOWLS

### THE PLAN INCLUDED



Integrated campaigns



Earned media



Influencer outreach



## OBJECTIVE

To generate third-party validation, brand awareness and franchise leads for Vitality Bowls through a combination of earned media, integrated campaigns and influencer outreach.

## APPROACH

Armed with an arsenal of press contacts across multiple markets and industries, All Points PR created and implemented a plan to secure earned media to validate the Vitality Bowls franchise opportunity alongside strategic social media influencer outreach within the bounds of integrated digital campaigns.

## RESULT

Through a combination of local, regional, trade, consumer and national media, All Points PR delivered more than 209 million total media impressions and 270 total press placements. The secured coverage appeared in industry-leading publications such as Entrepreneur Magazine, Nation's Restaurant News, Fast Casual and Business News Daily, and All Points also established long-term relationships with local publications that have resulted in hundreds of placements since the launch of the franchise growth initiative.

The All Points PR team introduced Vitality Bowls into new markets with validation and brand awareness.

*Roy Gilad, Co-Founder, Vitality Bowls*

## THE POINT

All Points PR's knack for creating integrated campaigns combine the power of earned media with creative design and result in hundreds of press placements.

**ALL POINTS**  
PUBLIC RELATIONS

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