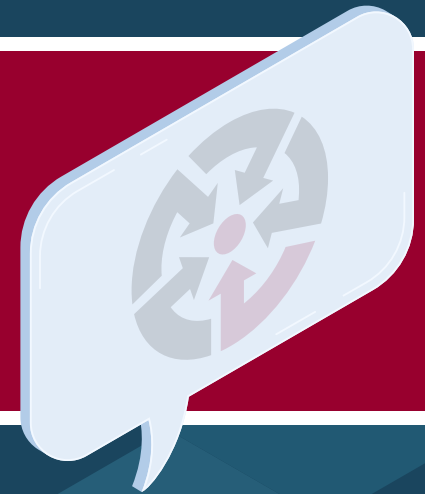


CASE STUDY CINNAHOLIC

Gourmet Cinnamon Rolls



OBJECTIVE

Throughout 2018 and 2019, core objectives included driving awareness, trial, loyalty and revenues as part of each franchise location's grand opening phase.

APPROACH



LOCAL MARKET
PRESS OUTREACH



PRESS RELEASE
WRITING

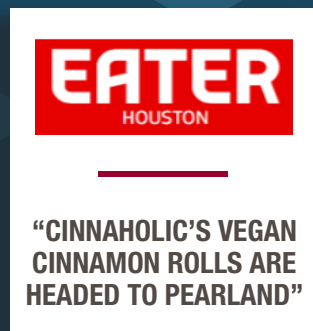


GRAND OPENING
EVENT SUPPORT

RESULTS



110+
PLACEMENTS



150,000,000+
IMPRESSIONS

“The buzz generated for openings exponentially magnifies excitement surrounding the brand in communities and with franchisee prospects.”

Daryl Dollinger, Partner, Cinnaholic

THE POINT



LOCAL
MARKET BRAND
AWARENESS



LONG LASTING,
HIGH IMPACT
PUBLICITY



CREDIBILITY BUILT
WITH TOP-TIER
MEDIA



INTERNATIONAL
AND NEW MARKET
FRANCHISE GROWTH
SUPPORT