



CASE STUDY



**INCREASED
LOCAL & NATIONAL
AWARENESS**



**STRENGTHENED
COMMUNITY
CONNECTIONS**



**SUPPORTED
FRANCHISEES**

OUR APPROACH

All Points PR designed an integrated campaign that sparked massive media results for the company's simultaneous rebranding initiative and local virtual job fairs its offices held nationwide at the start of 2021.

WISCONSIN
STATE JOURNAL

"Two online job fairs
Wednesday aim to
help Wisconsinites
unemployed during
COVID-19"

KOAA
NEWS 5



77M+

MEDIA
IMPRESSIONS

82

PRESS
PLACEMENTS

3K+

JOB FAIR
REGISTRATIONS

350+

NEW SOCIAL
MEDIA FOLLOWERS

"Our brand refresh and national concurrent job fair were an integral part of our launch into 2021. All Points helped us to craft strategic messaging and a multi-channel plan to create awareness for both the refresh and job fair on national and local market levels."

REBECCA ROGERS-TIJERINO

President of Spherion