



CASE STUDY

PR BLITZ FOR NATIONWIDE MENU ROLLOUT

Objective: To generate awareness through national and local publicity for the launch of the Vitality Bowls new savory menu.

THE POINT

- DOUBLE-DIGIT STORE SALES INCREASES
- DEVELOPED AND IMPLEMENTED STRATEGIC MEDIA RELATIONS AND INFLUENCER CAMPAIGN
- BUILT NATIONWIDE AWARENESS OF NEW MENU OFFERINGS
- STRENGTHENED CONNECTIONS WITH EXISTING CUSTOMERS

1.5M+
PRESS IMPRESSIONS

41
INFLUENCER COLLABORATIONS

1k+
SOCIAL ENGAGEMENTS

30+
LOCAL MARKETS WITH COVERAGE SECURED

OUR APPROACH

All Points PR leveraged strategic media relations to generate publicity and consumer awareness around the debut of a fresh savory menu for Vitality Bowls. Positive press coverage for the new line of menu items was secured in local and national news outlets, and buzz on social media was built through influencer partnerships in more than 25 U.S. markets. Plus, an organic social media strategy on local store Facebook pages and the brand's Instagram were utilized to feature the new menu items as a way to educate and raise interest.

Grand Rapids MAGAZINE

“Vitality Bowls Launches New Savory Menu Items in Grand Rapids”



All Points PR went *above and beyond* to support our brand and our franchisees in promoting Vitality Bowls' new savory menu. The media coverage and influencer collaborations they coordinated generated *incredible publicity* and helped make the launch of our savory menu a success.

THEA BLUM

