

# FUELING STRATEGIC NATIONAL GROWTH

Channeling the disruption Smalls Sliders is creating within the QSR industry, the ongoing, all-encompassing PR campaign All Points has led produced widespread franchise awareness and potent lead generation.



Elevated qualified lead awareness and interest



**20B+**  
**PRESS IMPRESSIONS**



Maintained steady flow of quality candidates



**1.5K+**  
**LEADS GENERATED**



Targeted campaign ignited conversions



**30+**  
**SIGNED AGREEMENTS**

## AS SEEN IN

**QSR**

**Forbes**

*Nation's Restaurant News*

**HOUSTON CHRONICLE**

**mashed**

“ All Points gets franchise PR like no one else. They're not just our partner—they're part of the Squad. Their collaborative, all-in PR strategy has delivered game-changing results, supporting our brand's growth to the next level. ”

**MICHAEL ALBERICI | SVP & HEAD OF MARKETING**

**WE'RE ALL IN**

