

# CASE STUDY

## KONA ICE

### THE PLAN INCLUDED



NYC media  
tour



Hyperlocal  
earned media



## OBJECTIVE

To generate qualified franchisee leads that convert into completed franchise agreements for Kona Ice through a combination of three proven earned media tactics: national, trade and hyperlocal press.

## APPROACH

With a clear-cut understanding of franchisor and franchisee perspectives, All Points PR created and implemented a strategic national, trade and local publicity plan to further Kona Ice's franchise development and to show the momentum behind the brand.

## RESULT

All Points PR's focused public relations efforts resulted in more than 100 million media impressions. Stories with Entrepreneur, Fortune, FOX News, CNBC, The Wall Street Journal and Nation's Restaurant News showcasing the uniqueness of the franchise opportunity and telling CEO Tony Lamb's story encouraged dramatic growth in the number of qualified leads and deals completed. Local news placements also drove leads through All Points' multi-channel earned media approach.

The talented team at All Points PR took Kona Ice from 100 to 1,000 units with powerful national media opportunities and strong third-party validation.

*-Tony Lamb, Founder & CEO, Kona Ice*

## THE POINT

All Points PR's results are measurable and demonstrate tremendous ROI nationally, regionally and locally, earning hundreds of qualified franchise leads.



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