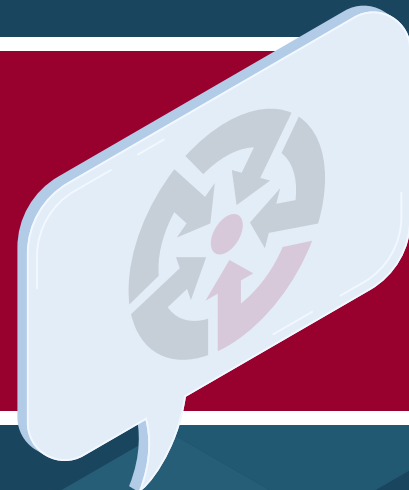


CASE STUDY



OBJECTIVES

To support business goals for franchise members through strategic local market and national trade public relations.

APPROACH



**MEDIA
RELATIONS**



**PRESS RELEASE
WRITING**



**BYLINE
ARTICLES**

RESULTS

GoUpstate.com

**"ALLEGRA SALES
PRO RECEIVES
INTERNATIONAL
AWARD"**

**10,800,000+
IMPRESSIONS**

**OTTAWA
BUSINESS JOURNAL**

**"HATS OFF:
ALLEGRA
HONORED"**

**90+
PLACEMENTS**

**"All Points PR's
professionalism and
relentless pursuit of media
placements has resulted in
enhanced press coverage
for our franchise network."**

*Johnna Rettig, Director of Communications, Alliance
Franchise Brands Marketing & Print Division*

THE POINT



**LOCAL
MARKET
AWARENESS**



**REVENUE-DRIVING
PR RESULTS**



**GROWTH OF
KEY CUSTOMER
AUDIENCES**



**FRANCHISEE
AWARD PR**

ALL POINTS
PUBLIC RELATIONS