



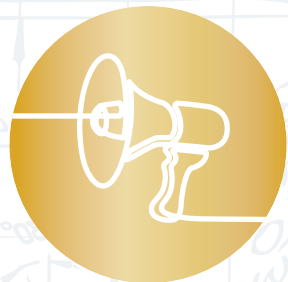
# CASE STUDY



**INCREASED  
LOCAL MARKET  
AWARENESS**



**SUPPORTED  
FRANCHISEES**



**SECURED LONG-  
LASTING, HIGH-  
IMPACT PUBLICITY**

## OUR APPROACH

All Points PR conducted local media outreach across the country to secure franchisees press coverage for their generous and thoughtful support of Lights On Afterschool. The annual event highlights the importance of afterschool programs and the resources required to keep the lights on and the doors open.



**487K+**

TOTAL LIVE VIEWERS

**\$113K**

TOTAL AD VALUE

**42.5 min.**

TOTAL TIME IN SEGMENTS

**1.9M+**

UNIQUE MONTHLY VISITORS

“For the past two years, the Lights On Afterschool campaign has been a huge success. All Points’ support during the campaign enabled our brand to get higher visibility nationwide and, most importantly, in local communities where franchisees can shine and grow their businesses.”

**LIZ WAHL**

Director of Operations for Young Rembrandts