

## CASE STUDY

## FRANCHISE DEVELOPMENT FUELED BY POWERFUL PR

 MAXIMIZED VISIBILITY WITH  
NATIONAL HEADLINES

1.3B+  
YTD press impressions



 EARNED INDUSTRY-LEADING  
REPUTATION

280+  
press placements



 ENHANCED BRAND AWARENESS  
AND RECOGNITION

\$1.5M+  
YTD ad equivalency



 GENERATED  
QUALIFIED LEADS

500+  
leads generated  
from press



 INCREASED LOCAL  
MARKET AWARENESS

AVG  
OF 10  
signed agreement  
press hits per location



### COVERED BY:

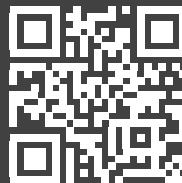
Entrepreneur Forbes

QSR *Nation's Restaurant News*

Franchise Times

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SCAN HERE

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WITH US ON SOCIAL MEDIA