

MAXIMIZE CONSUMER AWARENESS

All Points PR grew brand awareness and strengthened marketing efforts. By leveraging holidays and timely news, the team secured national TV segments for local franchisees, driving new business and boosting social engagement. Also, high-impact systemwide campaigns were created and executed to give the concept a big brand feel...a strategy that paid off with widespread engagement.


Strengthened
brand reputation



20
LOCAL TV
SEGMENTS


Grew national
awareness through
viral content



500%
GROWTH
IN SOCIAL
FOLLOWERS


Unique franchisee
requests fulfilled



200+
CUSTOM 'ZEE
GRAPHICS



“ All Points is an amazing partner, generating results for our brand on a national level and locally for our entire franchise system. The integrated elements of their support make a significant impact systemwide. ”

AMANDA MOORE | DIRECTOR OF MARKETING

**WE'RE
ALL IN** 