

Case Study: La Madeleine

Media Buzz Attracts Multi-Unit Franchisees



The Point!

All Points develops and executes the PR strategy and brand messaging to achieve its clients' franchise growth goals.

Objective: To capture the attention of America's most sought after restaurant investor/operator groups.

Approach: All Points designed a comprehensive PR strategy that initially announced la Madeleine Country French Café's foray into franchising, and then sustained the buzz with tactics to carry momentum beyond the initial burst of press coverage.

To drive the high quality investor/operator leads la Madeleine desired, All Points PR designed a compelling PR plan that included:

- ▶ Creating compelling storylines
- ▶ Securing a mix of mainstream national business press and restaurant/franchise trade press
- ▶ Garnering targeted local market publicity

Results: The PR strategy paid off in spades for la Madeleine, catapulting the brand's franchise initiative into the consciousness of talented teams that have the wherewithal to develop and open multiple units. Multi-unit deals with proven operators in Colorado, Arkansas, Lubbock, El Paso and several other targeted regions were completed due to initial interest from publicity. High profile press coverage included: *Fortune*, *Entrepreneur*, *Nation's Restaurant News* and many others.