

OBJECTIVE

To increase awareness and drive lead generation for the Taco John's franchise opportunity with relevant, qualified franchisee prospects through exposure in targeted trade media and with local press in growth markets.

APPROACH



LOCAL
MARKET PR



TRADE
PUBLICATIONS

RESULTS

KANSAS CITY
BUSINESS JOURNAL

"WHY TACO JOHN'S
WANTS TO COOK UP
MORE LOCATIONS IN KC"

QSR

"TACO JOHN'S
GROWING IN C-STORES
AND TRAVEL PLAZAS"

30

NATIONAL TRADE
PLACEMENTS

10

GROWTH MARKET
FEATURE STORIES

14M+

PRESS
IMPRESSIONS

"All Points has played an essential role in raising awareness and earning credibility for our franchise opportunity through dozens of strategic press placements. We can directly attribute lead activity to their PR efforts. It's a critical component of our franchise development strategy."

*Brooks Speirs, Taco John's
Vice President of Franchise Development*

THE POINT



EARNED
CREDIBILITY
IN GROWTH
MARKETS



INCREASED
FRANCHISE
OPPORTUNITY
AWARENESS



BUILT BUZZ
WITH INDUSTRY
INFLUENCERS



DROVE
QUALITY
LEADS