



WING IT ON!
WINGS 'N WICHES

CASE STUDY



**INCREASED
AWARENESS OF
BRAND & MENU**



**LEVERAGED
LOCAL MARKET
INFLUENCERS**



**DEVELOPED &
IMPLEMENTED
DIGITAL AD
STRATEGY**

OUR APPROACH

All Points PR developed and executed a high performing, integrated campaign for the launch of a new menu item. Focused on creating awareness and driving sales, the campaign's strategy included local market and regional consumer media relations, influencer partnerships, organic social media and a six-week digital marketing ad strategy in all Wing It On! markets.

Montgomery Advertiser
PART OF THE USA TODAY NETWORK



"Say 'Hi' to the thigh:
Crispy thigh wings at
Prattville's Wing It On! for
a limited time"



27%

INCREASE IN
SALES VOLUME

25

PRESS
PLACEMENTS

9

INFLUENCER
VISITS

3K+

AD CLICKS

"The APPR team was the perfect partner to help us boost awareness for our Thigh Wing LTO. Their creative approach to messaging, influencer outreach and ad strategy helped our emerging franchise system see an immediate impact to sales during the 6-week campaign with a 27% increase in volume across all participating stores."

JUSTIN EGAN

CMO & Co-Founder of Wing It On!