

Case Study: Sloan's Ice Cream

Iconic South Florida Brand Begins Franchising



The Point!

All Points PR's strategic messaging and ability to secure placements with major publications results in qualified franchisee leads for its clients.

Objective: To attract qualified franchisee leads who have the financial and operational capabilities to own and operate Sloan's Ice Cream shops.

Approach: To announce the iconic South Florida brand's exciting emergence into franchising, All Points PR created an integrated public relations campaign blending national and franchise development publicity with social media.

All Points PR's efforts highlighted:

- ▶ The brand's consumer appeal
- ▶ Its colorful personality
- ▶ The culinary genius behind Sloan's magic

All Points designed a campaign that created buzz in targeted growth markets, focusing on regions where demographics matched Sloan's franchising plans.

Results: All Points PR hit the ground running with Sloan's Ice Cream, crafting a hard-hitting press release and developing several media pitches, which helped secure press opportunities with the *Palm Beach Post*, *Sun Sentinel*, *South Florida Business Journal*, *Athens Banner-Herald*, *Charleston Mercury*, *Franchise Times* and more. As a result, these placements generated qualified franchisee leads in each targeted market, and several deals were completed.