



CASE STUDY

OBJECTIVE

To create brand awareness in a new region/state for Wing It On! and drive sales throughout the grand opening timeframe.

APPROACH



FRANCHISE
DEVELOPMENT
PR



MULTI-CHANNEL
ADVERTISING
STRATEGY

RESULTS



“WING IT ON! OPENS
FIRST LOCATION
IN ALABAMA”

Montgomery
Advertiser

“CHICKEN CHAIN WIING
IT ON! COMES TO ROOST
IN PRATTVILLE”

291, 551

AD IMPRESSIONS

1,952

AD LINK CLICKS

600 LBS.

OF WINGS SOLD IN 2.5 DAYS

1,200 ITEMS

SOLD TO 580 GUESTS

“Thank you for believing in our company’s mission and elevating our brand with tenacious creativity and unwavering support. We are thrilled to be working with the All Points team. Every project has made a positive impact on our growth.”

*Justin Egan, Wing It On!
Chief Marketing Officer & Co-Founder*

THE POINT



GENERATED BRAND
AWARENESS IN BRAND
NEW MARKET



ESTABLISHED
LOCAL COMMUNITY
CONNECTIONS



DROVE STRONG SALES
FOR NEWLY OPENED
LOCATION DURING
PIVOTAL TIME