



CASE STUDY



DEVELOPED & EXECUTED CREATIVE PET ADOPTION CAMPAIGN



DROVE TRAFFIC TO INCREASE STORE REVENUES



INCREASED AWARENESS OF GROOMING SERVICES



STRENGTHENED COMMUNITY CONNECTIONS

OUR APPROACH

All Points PR's integrated efforts blended consumer public relations to successfully generate press, a creative social media campaign that included informative social graphics and in-store print materials to educate customers on Wag N' Wash's Red Roses & Wet Noses promotion.



6.7M+

PRESS IMPRESSIONS

19K+

LINKEDIN IMPRESSIONS

\$1,150+

PUBLICITY VALUE

15+

MEDIA PLACEMENTS

"The All Points team has truly helped our brand flourish. Through the team's efforts, Red Roses & Wet Noses was our most successful campaign yet, evident in results from the number of media placements and unique social graphics."

KRISTEN RISBY

VP of Marketing for Wag N' Wash