

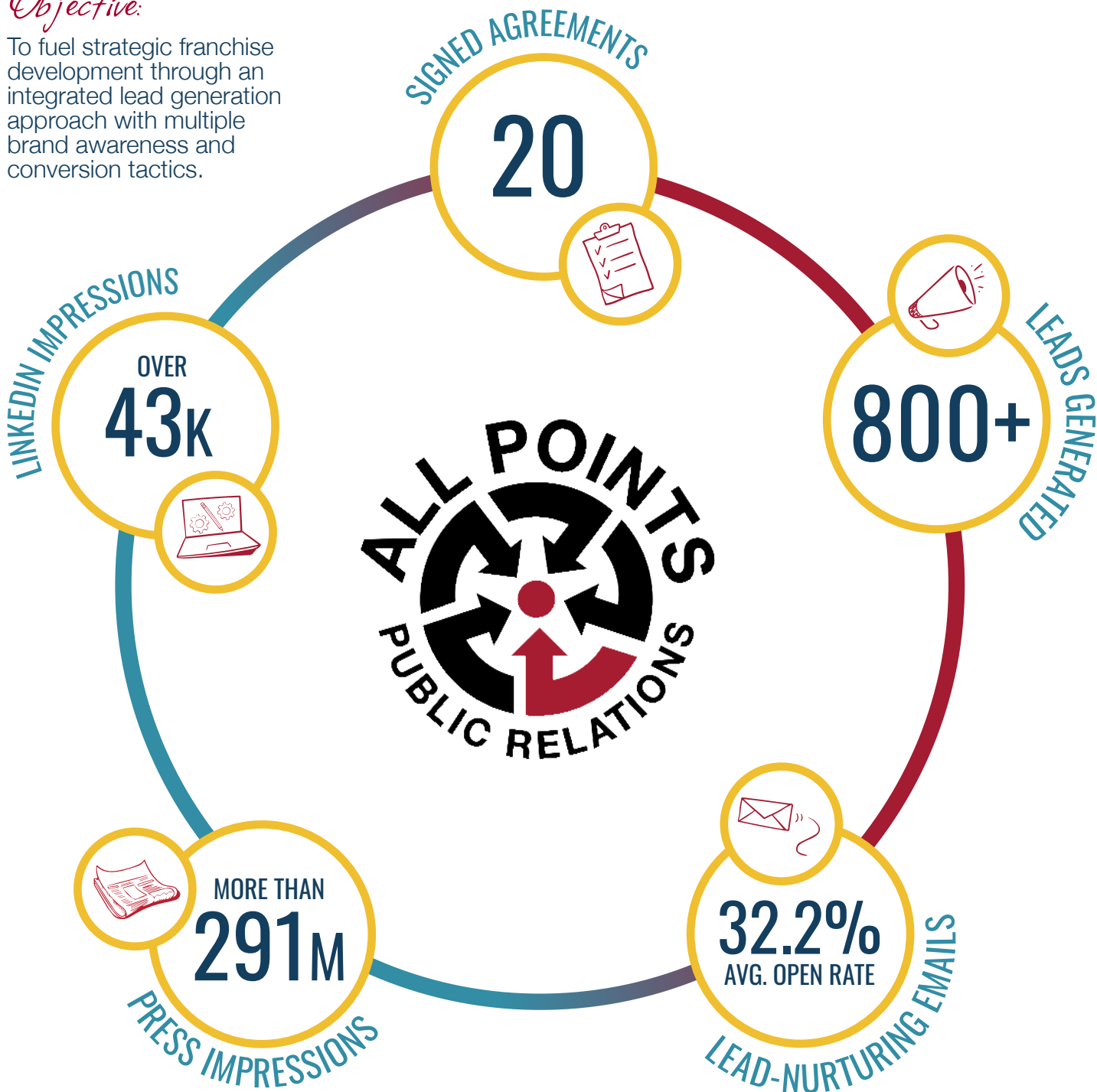


# Case Study

## 12-MONTH INTEGRATED PR APPROACH POWERED BY INTEGRATED PR

### Objective:

To fuel strategic franchise development through an integrated lead generation approach with multiple brand awareness and conversion tactics.



### the point



MULTI-FACETED  
BRAND  
AWARENESS



ENHANCED  
LEAD  
QUALITY



RECORD-BREAKING  
SIGNED  
AGREEMENTS