



# CASE STUDY

## OBJECTIVES

To increase sales by raising awareness of the “Market” initiative at Huddle House and Perkins locations in need of additional revenue during the beginning of the pandemic.

“The All Points team worked quickly and effectively to provide PR support for our franchisees on a rapid rollout of the Huddle Market and Perkins Market initiatives. The local market press coverage they secured helped drive awareness around an important alternative revenue stream for our franchisees during the beginning of the pandemic.”

*Alison Delaney, Chief Marketing Officer*

## APPROACH



LOCAL  
MARKET PR



TRADE  
PUBLICATIONS



NATIONAL  
CONSUMER PR

## RESULTS

### The Globe

“PERKINS MARKET  
OPERATING IN  
WORTHINGTON STORE”

6

TV SEGMENTS

11

PRINT  
PLACEMENTS

### The Watonton Messenger

“HUDDLE HOUSE  
OFFERING GROCERIES  
DURING THE PANDEMIC”

3,119,200

PRESS IMPRESSIONS

6

NATIONAL TRADE  
PLACEMENTS

## THE POINT



SUPPORTED  
FRANCHISEES



INCREASED  
AWARENESS



DROVE TRAFFIC  
FOR COVID-ERA  
INITIATIVE



HIGHLIGHTED  
COMMUNITY  
RELATIONS