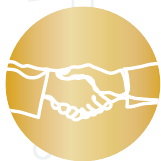




CASE STUDY



REVIVED A DORMANT FRANCHISE DEVELOPMENT CAMPAIGN



INCREASED AWARENESS OF THE FRANCHISE OPPORTUNITY



CREATED BRAND VALIDATION THROUGH LOCAL & NATIONAL PRESS



INTRODUCED SPANISH DIGITAL ADS

OUR APPROACH

All Points PR designed a bilingual, multi-cultural franchise development campaign. The integrated approach included public relations, lead nurturing content marketing and digital advertising strategies to drive leads through the sales pipeline.

Orlando Sentinel

“Guatemalan chicken chain Pollo Campero plans up to 20 restaurants in Orlando area”



JANUARY 2020 – DECEMBER 2020

330+

LEADS GENERATED

30K+

CLICKS TO FRANCHISE SITE

617K+

FACEBOOK IMPRESSIONS

4M+

PRESS IMPRESSIONS

“We’ve been impressed with the pool of franchise candidates, press coverage and brand awareness that All Points has helped generate for Pollo Campero. The agency’s persistence and unique, integrated approach to telling our story has been instrumental in enhancing our franchise development pipeline.”

SAM WONG

Director of Franchise Development for Pollo Campero