



CASE STUDY



**INCREASED
AWARENESS OF
BRAND INNOVATION**



**DEVELOPED &
EXECUTED TARGETED
MEDIA RELATIONS
STRATEGY**



**SECURED NOTABLE
EARNED MEDIA**

OUR APPROACH

All Points PR developed a targeted media relations strategy for Perkins to announce its new innovative virtual bakery with franchise and restaurant trade publications. The team adapted client messaging to effectively personalize the story to each reporter's beat, resulting in coverage online and posts on reporters' Twitter feeds.

Franchise Times
The News and Information Source for Franchising

"Perkins Makes a Virtual Restaurant Play with Bakery Brand"

RESTAURANT
BUSINESS

"Perkins saw a void in the virtual kitchen space and filled it with sweet treats"

5

TRADE PRESS
PLACEMENTS

19K+

TWITTER
IMPRESSIONS

886K+

PRESS
IMPRESSIONS

The team at All Points did a great job of getting coverage for our new Bakery by Perkins initiative. Within three weeks of launch, the team helped us secure and prepare for three interviews, providing a platform to discuss our brand's plans for digital innovation in our Bakery. We appreciate their guidance and messaging support.

JOE ARTIME

VP of Marketing for Perkins