

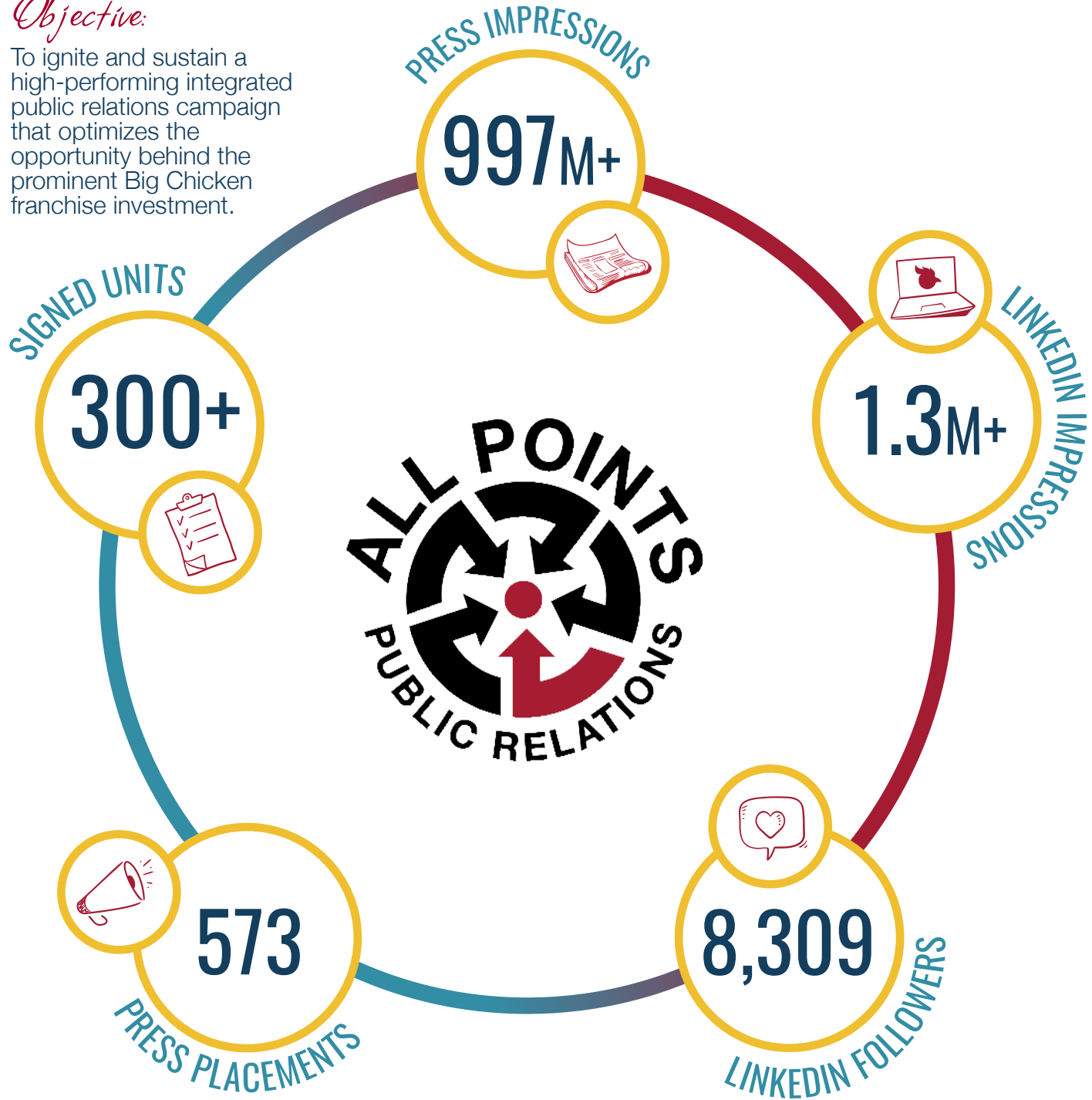


# Case Study

## FRANCHISE DEVELOPMENT POWERED BY INTEGRATED PR JUNE 2021 – CURRENT

### Objective:

To ignite and sustain a high-performing integrated public relations campaign that optimizes the opportunity behind the prominent Big Chicken franchise investment.



### the point



DESIGNED WINNING FRANCHISE AWARENESS CAMPAIGN



MAXIMIZED FRANCHISE INVESTMENT PROPOSITION



LEVERAGED ICONIC EXECUTIVE LEADERSHIP