

NATIONWIDE PR DRIVES FOOT TRAFFIC AND IMPACT

All Points designed a strategic Miracle Treat Day PR campaign that resulted in local media relations efforts in more than 180 U.S. media markets. The goal, to drive day-of traffic to stores, was achieved by timing earned media placements that ran on or within a few days of Miracle Treat Day. Success of the campaign drove powerful traffic and fundraising results across the Dairy Queen franchise system and Children's Miracle Network hospitals.



Ignited massive media coverage through 650+ placements nationwide



455.3M
PRESS
IMPRESSIONS



Brought new level of energy to the brandwide fundraising campaign



+43%
MEDIA
PLACEMENTS
'25 VS. '24



Secured feature coverage in top DMAs & hyperlocal news outlets



185+
TOTAL MEDIA
MARKETS
COVERED



High-impact publicity drove powerful fundraising efforts



+27%
BLIZZARD SALES
ON MTD '25 VS. '24

AS SEEN IN



“ All Points allowed us to deploy a strategy that covered off on key Dairy Queen and Children's Miracle Network markets. The agency's media contacts and ability to secure press in hundreds of markets simultaneously made a major impact. ”

KATIE ELFSTROM

INTEGRATED COMMS & PUBLIC RELATIONS MANAGER

