

# PR GENERATES “BEST” FRANCHISE LEADS GROWTH MARKETS

Honey Baked Ham, a trusted brand with decades of consumer loyalty, sought to accelerate franchise growth in key U.S. markets. The challenge was ensuring aspiring entrepreneurs understood the proven business model and the opportunity to own a household name. Digital marketing and other forms of marketing weren't producing the needed results, but hyper-targeted PR efforts were crucial to break through and support franchise lead generation.



Targeted local business media



**25+**  
**GROWTH**  
**MARKETS**



Secured feature-style coverage in digital, print, TV and radio



**30+**  
**PRESS**  
**HITS**



Elevated awareness for franchise investment opportunity



**64M**  
**TOTAL**  
**IMPRESSIONS**

## AS SEEN IN

**The Bulletin**  
*Serving Central Oregon since 1903*

**SPRINGFIELD**  
**Business**  
JOURNAL

**The Modesto Bee**



**Waco Tribune-Herald**

“ Working with All Points PR has given us a powerful way to spotlight Honey Baked Ham’s franchise opportunity in the exact markets we want to grow. By elevating our story through trusted media outlets, we’ve been able to connect with local entrepreneurs and strengthen our pipeline with qualified leads. The visibility has reinforced our position as both an iconic consumer brand and a smart investment for franchisees. ”

**JERRY DeFEO**

**VICE PRESIDENT OF FRANCHISE OPERATIONS**

**WE'RE**  
**ALL IN**