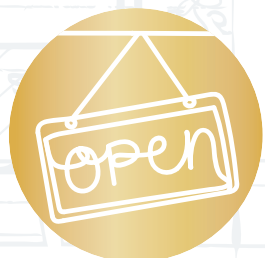




# CASE STUDY



**SPARKED  
RESTAURANT  
TRAFFIC**



**DROVE SALES  
DURING GRAND  
OPENING WEEK**



**KICKSTARTED  
POSITIVE LOCAL  
REPUTATION**

## OUR APPROACH

All Points PR leveraged its media connections to generate publicity, coordinated successful advertising efforts and facilitated partnerships with local nonprofits and nearby businesses to generate awareness for the new Beyond Juicery + Eatery in Lakewood, Ohio.

**QSR**

“Beyond Juicery + Eatery to Open Seventh Ohio Location”

**GiGi's  
PLAYHOUSE™**

Grand Opening Charitable Partner



**\$2K+**

SMOOTHIE SALES  
DURING EVENTS

**160**

FREE SMOOTHIES  
DISTRIBUTED

**9**

PRESS  
PLACEMENTS

**1M+**

PRESS  
IMPRESSIONS

“All Points PR has played an integral role in the outstanding community response that we received due to the team’s thoughtful and strategic approach to public relations. With their help, we had strong response from local residents during our opening festivities, and we couldn’t be more grateful for their incredible support.”

**PRADA MASADA**

Ohio Operations Manager for Beyond