



cicis
pizza

CASE STUDY



**CONTROLLED
MESSAGING AROUND
POTENTIALLY
DAMAGING NEWS**



**INCREASED
AWARENESS OF
BRAND STRENGTHS**



**CLEARLY
COMMUNICATED KEY
INFORMATION TO
STAKEHOLDERS**

OUR APPROACH

All Points PR developed a crisis plan for a potentially damaging news event. The plan included crafting statements for several audiences, including corporate employees, vendors, franchisees and their employees, customers, press and social media. All Points PR managed all inquiries from press and consumers, while also coordinating positive press opportunities.

Franchise Times

“Out of Bankruptcy,
Cici's New Owners
Plot Growth Push”

QSR

“Cicis is Initiating
a Renewed
Turnaround Strategy”

#1 SALES DAY

SYSTEMWIDE AFTER
PRESS RELEASE POSTING

112

PRESS
POSTINGS

119M+

POTENTIAL
AUDIENCE

“Our business, like many during the pandemic, has had to make shifts in our operating strategy. It was critical to communicate shifts as they were happening in real time with media and guests. All Points was a key, strategic thought partner throughout the process, keeping awareness and affinity for our brand top of mind and ensuring transparent communication throughout.”

LAUREN SMARON

VP of Marketing for Cicis