

AMPLIFYING BRAND CONTENT STRATEGY

All Points PR coordinated multiple photoshoots across several Robeks franchise locations, capturing seasonal campaigns, product launches, and social media-ready content. We worked closely with franchisees and the marketing team to plan shot lists, ensure brand consistency, and take advantage of trends for TikTok and Instagram Reels.



Defined brand identity through photography



1K+
NEW
PHOTOS



Produced videos to grow and engage social audiences



200+
NEW VIDEO
ASSETS



Generated engaging content to boost social awareness



44.3%
INCREASE
IN TOTAL
ENGAGEMENT



THE MAIN POINT:

These photoshoots created a versatile content library that strengthens the brand, empowers franchisees, and provides the tools needed to amplify marketing campaigns, leveraging the power of national and local social channels.

**WE'RE
ALL IN**