



WING it ON!
WINGS 'N WICHES

CASE STUDY



DEVELOPED & IMPLEMENTED DIGITAL AD CAMPAIGN



INCREASED AWARENESS OF BRAND & MENU ITEMS



DROVE TRAFFIC & SALES IN THE LOCAL MARKETS



EXTENDED THE OVERALL DURATION OF THE CAMPAIGN DUE TO ITS SUCCESS

OUR APPROACH

All Points PR executed an integrated, multi-layered campaign with public relations, social media, content marketing and paid advertising tactics to raise awareness and boost sales around the Wiches Wednesday promotion through multiple media channels.

QSR

“Wing It On to Launch \$5 Chicken Sandwich Promotion”



3K+

CLICKS ON FACEBOOK

155K+

FACEBOOK AD IMPRESSIONS

422K+

PRESS IMPRESSIONS

13

INFLUENCER VISITS

“All Points was a great help for us as we launched our Wiches Wednesday promotion. Their multi-layered approach that included organic and paid social media strategies, press and influencer outreach, and stakeholder communications helped get our message out on a variety of channels. Because of its success, we extended the promotion indefinitely, beyond the one-month duration we originally planned.”

JUSTIN EGAN

CMO for Wing It On!



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