



OBJECTIVE:

Through a two-pronged, local and national, media relations strategy, All Points leveraged the news of a signed franchise deal for Southern California to highlight The Buona Companies' dual-branded franchise opportunity in additional target markets statewide and across the country.



PLACED
MESSAGING IN
TOP-TIER MEDIA
OUTLETS

11
press placements



CREATED
HUGE BUZZ
LOCALLY

41.5 MILLION+
local press impressions



EXTENDED FRANCHISE
DEVELOPMENT
MESSAGING
NATIONWIDE

583 MILLION+
national press impressions



SPARKED
FRANCHISE
INVESTOR
INTEREST

19
franchise inquiries
from press



REACHED
QUALIFIED
CANDIDATES

3
franchise interviews
scheduled



COVERED BY:

SACRAMENTO
BUSINESS JOURNAL

TimeOut
LOS ANGELES

LOS ANGELES
EATER

GET LOUD!
BREAK THROUGH THE NOISE
WITH INTEGRATED PR