

# CAPTURING BIG FLAVOR THROUGH PHOTOSHOOTS

All Points PR led creative direction and coordination for a series of photoshoots over 13 months, each crafted to bring Big Chicken's BIG Food, BIG Fun, and BIG Flavor story to life. The photoshoots supported a range of key campaigns — from BIG smiles, a new menu launch and limited-time offers to seasonal themes, catering promos and game-day moments. Each session was fully managed from concept to production, including creative direction, prop selection, styling, and onsite coordination.



Captured a range of diverse content, creating both static and video posts across a variety of lifestyle and seasonal themes



**8**

**PHOTOSHOOTS**



Delivered a robust library of crave-worthy visuals fueling digital, social, and franchise storytelling.



**2,700+**

**ASSETS PRODUCED**

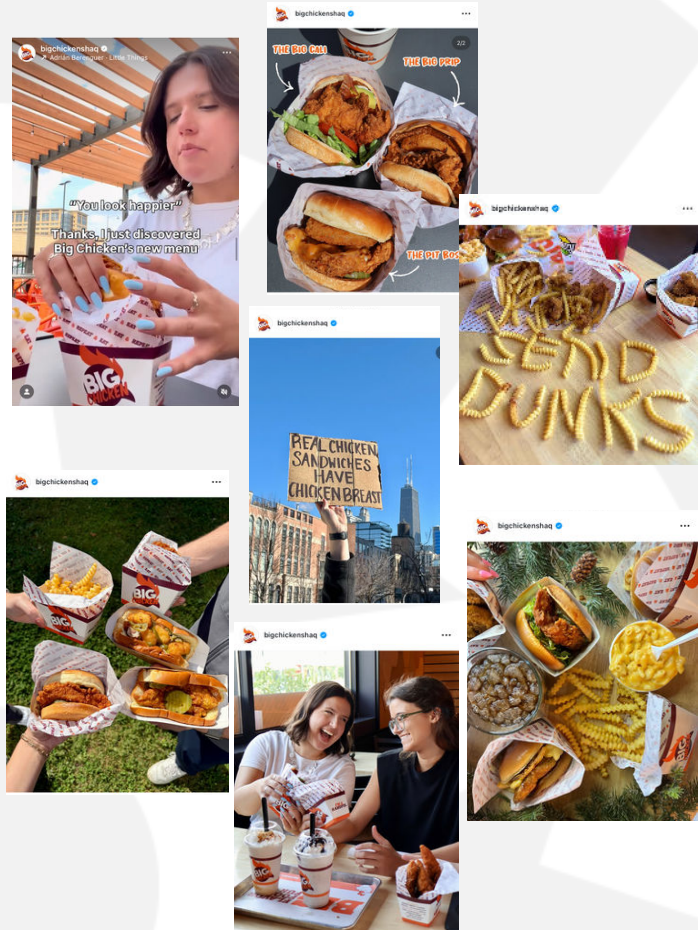


Photoshoot content generated more than 1.2 million views across Big Chicken's Instagram posts.



**6X**

**MORE SOCIAL VIEWS YOY**



## THE MAIN POINT:

Through eight photoshoots, All Points PR helped Big Chicken build a dynamic library of photo and video assets that brought its bold, Shaq-sized personality to life. The resulting content strengthened brand consistency, fueled national and seasonal campaigns, and continues to elevate Big Chicken's storytelling across marketing and franchise growth channels.

