

HONORING VETERANS, DRIVING LOCAL IMPACT

CHALLENGE

Lack of awareness

SOLUTION

Multi-channel press strategy

RESULT

Drove guest traffic



**100 MILLION
MEDIA IMPRESSIONS**



**10+ ON AIR
MENTIONS**



**\$1.5M+
AD EQUIVALENCY**



**100% POSITIVE
PRESS SENTIMENT**



AS SEEN IN

The Dallas Morning News
Star-Telegram FORT WORTH



The Atlanta Journal-Constitution



**CONNECTED
AT EVERY POINT**

The right strategy. The right impact.

