

# 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**

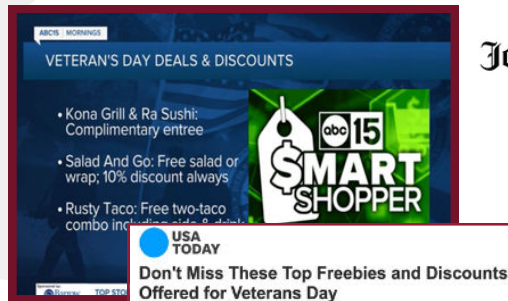
The Dallas Morning News

FORT WORTH  
**Star-Telegram**

KDAF  
**abc 33**  
ALWAYS FUN

**abc 15**  
**ARIZONA**

The Atlanta  
Journal-Constitution



**CONNECTED  
AT EVERY POINT**

The right strategy. The right impact.