



# MAKING WAVES WITH GRAND OPENING PR

**GOAL** Generate buzz for new shops    **SOLUTION** Local press + influencers    **RESULT** Record-breaking openings



**1.01B+ PRESS IMPRESSIONS**



**75+ PRESS PLACEMENTS**



**\$9.34M+ TOTAL AD EQUIVALENCY**



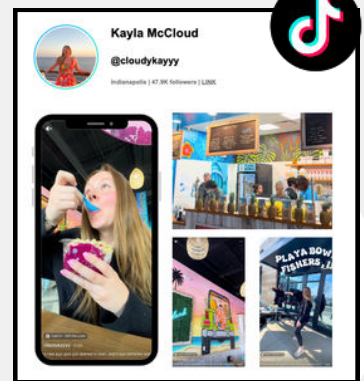
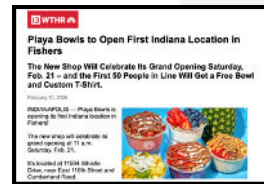
**50+ INFLUENCER ACTIVATIONS**



**250K+ INFLUENCER IMPRESSIONS**



## AS SEEN IN



*"Thank you so much for crushing it! It's been a pleasure working with your team. Thank you for being such rad partners!"*

**BRENNA TRUMPER**  
DIRECTOR OF MARKETING

**CONNECTED AT EVERY POINT**  
The right strategy. The right impact.