

FRANCHISE MOMENTUM FUELED BY STRATEGIC PR

All Points developed and sustained a strategic PR campaign that built visibility in the Kansas City market, strengthened brand momentum and generated qualified franchise interest.



**9.1M+ TOTAL
PRESS IMPRESSIONS**



**5.2K+ TOTAL ORGANIC
LINKEDIN IMPRESSIONS**



**FOUR ARTICLES
SECURED**



**TWO QUALIFIED
RESTAURANT
GROUP LEADS**



AS SEEN IN

SBJ

KANSAS CITY
BUSINESS JOURNAL

THE KANSAS CITY
STAR.
kansascity.com

KCTV
5

“We’re proud of the momentum generated through our partnership with All Points as we continue building awareness around Bojangles in Kansas City. Their efforts helped spark strong conversations with prospective franchise operators and build excitement around this growing market.”

URSULA LANE | DIRECTOR OF FRANCHISE GROWTH

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