

# SYSTEMWIDE REVENUES FUELED BY POWERFUL PR

**CHALLENGE** Introduce New Mochasippi® Offer

**SOLUTION** Local Press & Influencers

**RESULT** Increased Mochasippi® Sales



**1M+ TOTAL PRESS IMPRESSIONS**



**100% POSITIVE SENTIMENT**



**\$9,700+ PRESS AD EQUIVALENCY**



**16,000+ MOCHASIPPIS® SOLD**



**+17.5% INCREASE IN SYSTEM SALES**

## AS SEEN IN

