

# 50TH GRAND OPENING BOLSTERED BY PR

**OBJECTIVE**

Maximize milestone as key brand moment

**APPROACH**

Widespread press and media event

**RESULT**

Expansive multi-media exposure raises brand's identify with key audiences



**5 VIDEO TESTIMONIALS COLLECTED**



**500+ NEW PHOTOS CAPTURED**



**5+ PRESS PLACEMENTS**



**15+ PRESS AND CHAMBER ATTENDEES**

*From pre-event planning through on-site execution and post-event follow-up, our work around the Smalls Sliders 50th grand opening in Marietta built a fresh library of sales and marketing assets to support continued franchise marketing. By coordinating media outreach and capturing key brand moments, we created content that will fuel sales materials and marketing efforts to give a boost to franchise growth efforts.*



**AS SEEN IN**

The Atlanta  
Journal-Constitution

East Cobb News

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