

IFA Presents:

**LUNCH N
LEARN**

**Make your Grand Openings
IMPOSSIBLE
TO IGNORE**



Brian M. Lowe
President & CEO
BML Public Relations

• APRIL 21, 2026 • 1:00 PM ET



ABOUT BML PUBLIC RELATIONS

The logo for 'unveil' features the word in a white, lowercase, sans-serif font. A small blue square is positioned to the left of the 'u', partially overlapping it. A thin white horizontal line is located directly beneath the text.

GRAND OPENING
PR STRATEGY BY

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ABOUT BML PUBLIC RELATIONS

unveil

GRAND OPENING
PR STRATEGY BY **bml**
PUBLIC RELATIONS



Brian M. Lowe
Founder President & CEO
BML Public Relations

- Consumer-focused PR agency established in 2006 – 20th Anniversary
- Scrappy team of PR nerds supporting grand openings daily
- Specialize in creative traffic driving earned media campaigns
- Repping franchised concepts for 15+ years
- Proud IFA member / MUFC Sponsor

Why is this guy qualified to run this webinar?

- BML conducted 150+ grand openings in last 18 months
- We do grand opening PR better than any agency in the game
- I wrote a sizeable check to IFA

PARTNERS WHO TRUST US

unveil

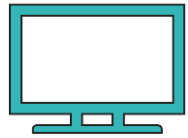
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PR STRATEGY BY **bml**
PUBLIC RELATIONS



WHAT WE DO

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GRAND OPENING
PR STRATEGY BY **bml**
PUBLIC RELATIONS



**Media
Relations**



**Media
Training**



**Influencer
Relations**



**Creative
Stunts & Ideation**



**Media
Tours**



Paid Media



**Traffic Driving
Promotions**



**Grand
Openings**



**Executive Thought
Leadership**



**Community
Relations**



**Corporate + Internal
Communications**



**Crisis/Issues
Management**

WHAT IS UNVEIL?

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WHAT IS **unveil**?

unveil

GRAND OPENING
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- **UNVEIL** is the **ONLY** strategic consumer grand opening PR support package of-its-kind in franchising
- Strategic 3-month grand opening PR campaign generating quality local market earned media & influencer coverage - **guaranteed**
- Affordable, flat rate per location & scalable – the more locations, the more cost effective
- No long-term agency commitment
- Designed to maximize impact, create a lasting impression & set up locations for long-term success

**WE'VE REMOVED
THE BARRIER
FOR BRANDS
WHO THINK
THEY CAN'T
AFFORD PR**

UNVEIL IS DESIGNED TO...

unveil

GRAND OPENING
PR STRATEGY BY **bml**
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BUILD ANTICIPATION, AWARENESS, & MARKET RELEVANCE *BEFORE, DURING & AFTER* THE DOORS OPEN

- Create **multiple waves** of earned media coverage – consistency is key
- Deliver brand messaging & educate target consumers on the brand, messaging, promotions, etc.
- Elevate visibility locally, creating excitement & driving consumer traffic during the grand opening phase
- Encourage trial & convinces consumers they need you



WHO WE'VE UNVEILED

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But don't just take our word for it. Across the brands we represent we've secured

5,000+ earned media placements & more than **7.7+ TRILLION**

earned media impressions during the grand open phase... and counting...



FIVE IRON GOLF



BIG SNOW
AMERICAN DREAM



ROOTED IN EARNED MEDIA

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- **EARNED MEDIA:** Publicity gained organically, without paid advertising, through media coverage & social sharing
- **AUTHENTICITY & TRUST:** ***NOT*** controlled by the brand, providing higher authenticity & trustworthiness to audiences
- **INFLUENCES CONSUMERS:** Audience learns about the brand from credible sources they trust
- **IMPACT ON AI-DRIVEN SEARCH:** Signals credibility & relevance, highly valued in influencing SEO & AI algorithms in local search rankings



SCALABLE AFFORDABILITY

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MORE
=
LESS!

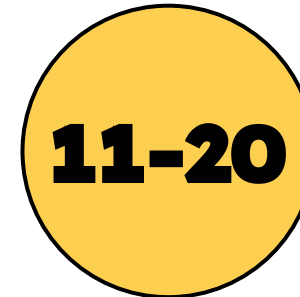
The more locations we **unveil**, the greater the cost efficiencies!*



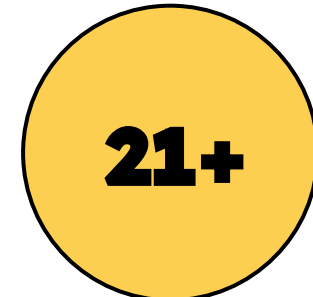
locations:
\$4,000 ea.



locations:
\$3,500 ea.



locations:
\$3,250 ea.



locations:
\$3,000 ea.

One-time campaign set-up fee: **\$3,000** (traditionally paid by corporate)

**All locations are subject to a \$250 administration fee*

CONSUMER VS. FRANDEV PR AGENCIES

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CONSUMER VS. FRANDEV PR

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TWO PR DISCIPLINES, TWO VERY DIFFERENT OBJECTIVES

	CONSUMER PR	FRANDEV PR
AUDIENCE	Target customer, general consumer	Prospective franchisees/Investors
OBJECTIVE	Consumer traffic, awareness, sales	Franchisee leads/signed agreements
MESSAGING	Brand story, promotions, products/sales	System successes, investment & growth
MEDIA TARGETS	Mainstream print/online, broadcast, social/influencers, business & trade	Business & trade publications
GRAND OPENING PR VENDOR	<u>SHOULD</u> do your grand opening PR	<u>SHOULD NOT</u> do your grand opening PR

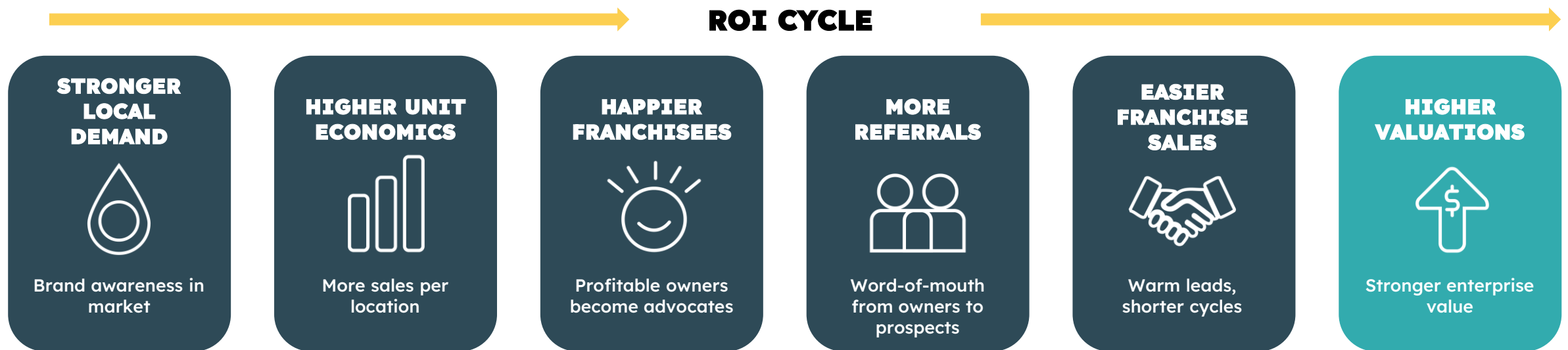
CONSUMER PR FUELS FRANDEV – Without proof of concept from consumers, there wouldn't be other locations

ROI CYCLE OF CONSUMER PR

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- Marketers traditionally view PR ROI mainly as total stories, impressions, SOV, sentiment, AVE, etc.
- Consumer PR ROI extends well beyond run-of-the-mill metrics



**BRANDS THAT WIN AT
FRANDEV ARE THE ONES
THAT WIN WITH
CONSUMERS FIRST.**

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**WHICH BEGINS BY
MAKING YOUR
GRAND OPENINGS
IMPOSSIBLE TO
IGNORE.**

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WHY GRAND OPENING PR IS CRITICAL

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- Supports franchisee success
- Drives early demand
- Creates day-one traffic
- Early sales stabilize the unit faster
- Reduces “ramp-up anxiety” for new franchisees
- Reduces closures & underperforming units
- Protects brand reputation long-term



**Opening locations without
building consumer demand
is like selling real estate in a
city no one wants to live in.**

**THE
MOST
IMPORTANT
GRAND OPENING
PR BUCKETS**

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PRIORITIZE PRE-OPENING NEWS HOOKS & ASSETS

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PRIORITIZE PRE-OPENING NEWS HOOKS

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LEVERAGE A SERIES OF PRE-OPENING ANNOUNCEMENTS TO BUILD BUZZ, ANTICIPATION & EDUCATE THE MARKET

- Franchise agreement/lease signing announcement
- “Coming soon” announcement to consumer, business & trades
- Franchisee/brand story to local/regional business media
- Hiring announcement including job creation stats
- Pre-opening memberships/passes now on-sale

***A Steady Stream of News Will Keep the Brand
In the Local News Cycle & Top of Mind with Consumers***




WHY IT MATTERS

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- Introduces the brand/franchisee story to the market
- Establishes local media familiarity
- Educates the market, builds awareness & anticipation
- Assists with hiring
- Kicks-off memberships sales/advanced signups
- Builds e-database & social following
- *Delivers & reinforces messaging during every outreach*



Our first wave does more than just raise awareness; it's strategy on multiple fronts.

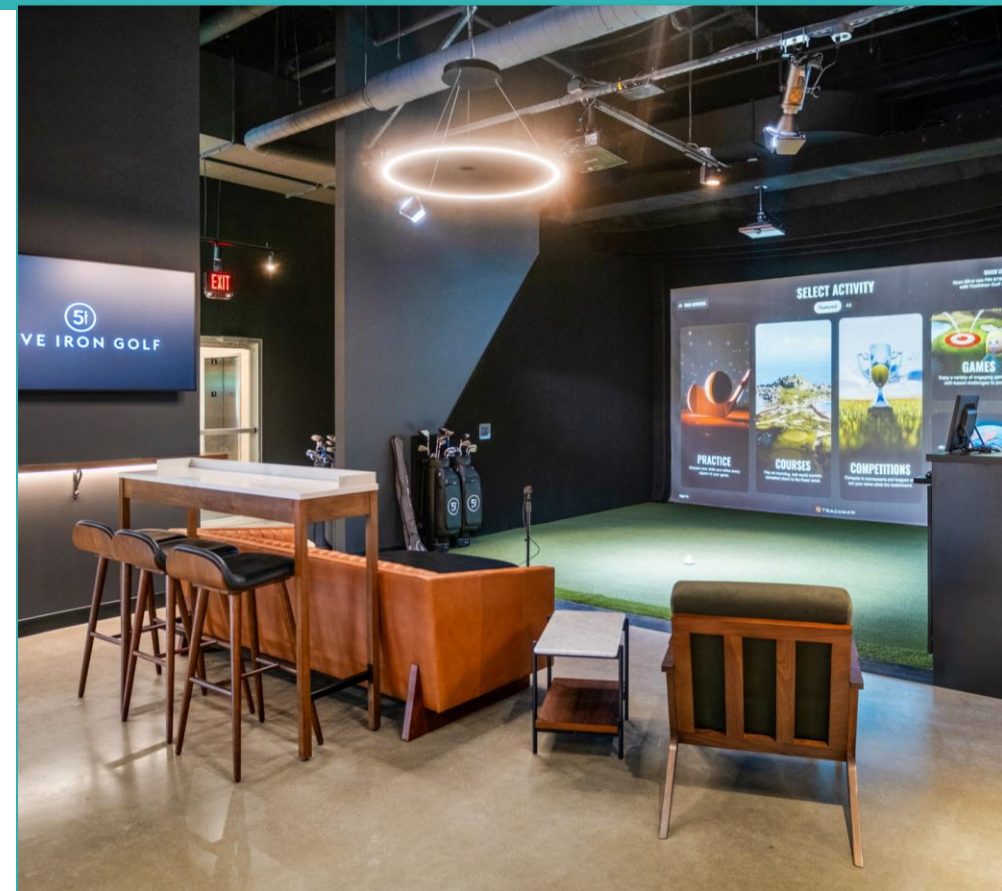
GET YOUR ASS(ETS) IN ORDER

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HAVE SOLID MEDIA-READY PHOTO & VIDEO ASSETS FOR ALL PHASES OF THE OPENING

- Photo & b-roll are FULLY controlled by the brand
- Can be a key factor if media covers your news or not
- Visual assets are a great backup if media are unable to attend onsite
- Allows you to communicate the brand story visually



OPENING MONTH DIFFERENCE MAKERS

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PUBLIC RELATIONS

REINVENT THE RED RIBBON

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DITCH THE RED RIBBON FOR A VISUAL THAT BETTER COMMUNICATES YOUR BRAND

- Moment is fun, interesting & communicates brand attributes
- Be fun – position moment as “Ceremonial first X”
- Integrate VIPs & local dignitaries
- Build equity & replicate at all future grand openings
- Drastically increases chances of local media coverage
- Capture content & leverage on social

A Creative Visual Will Carry Farther & Communicate A Better Brand Story



LOCAL TV OPPS

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SECURE LOCAL TV OPPORTUNITIES SHOWCASING THE BRAND TO THE MASSES

- Pitch in-studio/onsite segment opportunities to local TV
- Features/weather reporters love to roll up their sleeves
- Layup to showcase brand attributes & benefits
- Demonstrates brand expertise/impressive visuals
- Creates credible sharable social content



INFLUENCER BARTER-SHIPS

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TAP INTO NOTABLE LOCAL INFLUENCERS WITH BARTER-SHIPS THAT RESONATE WITH CORE CONSUMER

- Identify popular influencer partners for *bartered* opportunities
- Establish a steady cadence of visits / coordinate influencer events
- Select based on followers, engagement, content & prior partnerships
- Conduct proactive influencer outreach to secure partnership
- Clearly articulate offer & what is expected in exchange for content
- Manage LOA, visits, assets & delivery of content



POST OPENING

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BRAND SPLASHES

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RIDE OPENING MOMENTUM WITH NEWSWORTHY BRAND SPLASHES TO DRIVE AWARENESS & CONSUMER TRAFFIC

- Creative paired with a must-redeem offer or freebie
- Leverages proven consumer behavior: guests buy more
- Transforms promotional hook into a sales win
- National calendar days/food holidays, cultural moments
- Showcase personality, relevance, & cultural presence
- Built to attract press, social sharing, & word-of-mouth



KEY TAKEAWAYS

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KEY TAKEAWAYS

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- Consumer PR is about MUCH MORE than impressions
- Prioritize pre-opening news hooks, schedule & fire away!
- Solid b-roll/photos assets to share with media
- Reinvent the red ribbon & make it FUN!
- Score local TV opportunities
- Influencer barter-ships
- Brand splashes, brand splashes, brand splashes

**DON'T USE FRANDEV
AGENCIES FOR
CONSUMER PR!**



Q&A

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**LET *unveil* MAKE YOUR
GRAND OPENINGS
IMPOSSIBLE TO IGNORE.**



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