



Case Study: PINCH A PENNY

Situation: Florida Corporation looking to improve image with families across state to eventually translate into brand-loyalty and increased sales. All corporate marketing decisions made by local franchisees.

Execution: Worked with FHSAA to create a unique sponsorship of all Florida High School Swimming & Diving programs. Pinch A Penny All State Athletes were named as well as a Coach of the Year Award. Program was further localized with All-Area Team posters.

Results: Franchisees unanimously voted to continue the program extending current agreement for three more years. Branding and feedback from program was overwhelming to local franchisees.



15351 Roosevelt Boulevard
Clearwater, Florida 33760
727.538.5669 office
Attn: Laura Miller