



# Driving Business Through Media Coverage & Collateral Materials

POINT  
TAKEN

CASE STUDY

**The Challenge:** Roosters Men's Grooming Center needed to engage men of a high income level to transfer from their barbershop or hair salon to the new Roosters franchise opening in Jacksonville, Fla.

**The Solution:** Point Taken developed a media pitch and press release targeting businessmen and differentiating Roosters from other barbershops in the area. Point Taken contacted Jacksonville-based journalists, securing coverage of Roosters Men's Grooming Center in the Jacksonville Business Journal, the Florida Times-Union, Financial News & Daily Record, North Jax Monthly, The Resident News and the Jacksonville Chamber News. Point Taken also wrote copy for a brochure showcasing Roosters' services, a direct mail piece to selected prospects, a coupon and social media posts.



**The Result:** Point Taken's media outreach and copywriting efforts helped Roosters Men's Grooming Center exceed opening sales projections, secure repeat customers and make the Jacksonville Roosters one of the top 20 highest grossing franchises in the first month after opening. Roosters has exceeded sales projections every month since opening.



Curious How  
Point Taken Can Help You  
Drive Business Through  
Media Coverage and Collateral Materials?

Contact Point Taken Today  
at [info@pointtakenpr.com](mailto:info@pointtakenpr.com)  
or 904.419.9216.