

## CASE STUDY

# Dirty Dough Cookies National Franchise



### Quick Stats:



80+

major national media hits in both major consumer, business and niche sources



70+

podcast interviews with the founder/team



100+

local newspaper and TV features



400

New units sold

### THE PROBLEM

Dirty Dough came to Emerging Insider as a small startup franchise embroiled in the infamous “Cookie Wars,” facing a major lawsuit and an urgent need to survive while also driving franchise growth.

They needed a strategic PR partner to not only help them weather the storm but also accelerate their franchise sales and brand development.

### THE STRATEGY

We knew that Dirty Dough needed more than just damage control—it required a bold, aggressive PR engine to fuel growth and drive Franchise sales. Our team launched a coordinated media strategy targeting both consumer-facing press and business-oriented publications to accomplish two core objectives: build national awareness of Dirty Dough’s products and drive attention from potential franchisees.

We orchestrated a high-volume, high-impact press blitz that included:



**National Consumer Exposure:** We secured major features in outlets such as The Today Show, USA Today, and Forbes, elevating Dirty Dough’s visibility and generating buzz for its cookies and brand in markets nationwide.



**Franchise Development:** We executed targeted placements in industry-leading publications like Franchise Times and Nation’s Restaurant News to reach entrepreneurs, investors, and multi-unit operators considering franchise opportunities



**Local Market Penetration:** Every new location opening was amplified with major coverage across local newspapers, TV, and radio, establishing Dirty Dough as a household name in each community it entered.



**Founder Thought Leadership:** We booked over 70 targeted podcasts and multiple keynote and panel opportunities, positioning Dirty Dough’s founder as a recognized voice in franchising and entrepreneurial innovation.

This dual-pronged approach not only evangelized Dirty Dough’s cookies to consumers across many markets but also built the credibility and momentum needed to attract franchisees at scale (400+ New Units Sold). The result was a surge of public attention and franchise development that solidified Dirty Dough’s brand during a pivotal time in its growth journey.



To find out how we can help your company, please contact [creative@emerginginsider.com](mailto:creative@emerginginsider.com)