

Papa John's

Franchise Group

26 Locations · Texas & Louisiana

How a franchise group navigated a national brand crisis, rebuilt local trust across two states, and drove measurable revenue growth — location by location.

26 Locations

Managed

TX & LA

Two States

18 Months

Engagement Length

+27–36%

Avg Sales Growth

THE SITUATION

A National Crisis. A Local Opportunity.

Following a high-profile national controversy involving the Papa John's brand, franchise locations across the country faced immediate consequences — declining consumer trust, negative public sentiment, and real pressure on foot traffic and sales.

For Danny Rivers and his 26-location franchise group spanning Texas and Louisiana, the challenge was significant. The brand damage was national. But the recovery had to happen locally — store by store, community by community.

"The brand damage was national. The recovery had to be local."

Danny Rivers - 26-Location Franchise Owner, TX & LA

THE CHALLENGE

Five Problems Operating at Once.

Negative Brand Sentiment

National controversy created immediate distrust at the local level. Customers weren't separating the franchise from the brand.

Loss of Community Connection

Locations had no localized identity. They were perceived as a corporate chain — not a neighborhood restaurant.

Declining Foot Traffic Risk

Reduced consumer confidence was translating directly into fewer visits and declining sales performance.

26-Location Complexity

Executing a coordinated recovery strategy across two states, multiple markets, and dozens of individual storefronts.

No Local Positioning Infrastructure

No community-based strategy, no localized social presence, no system to differentiate at the store level.

THE APPROACH

A Six-Part System Built for Scale.

Cornerstone designed and executed a coordinated strategy across all 26 locations — consistent enough to move at scale, flexible enough to work market by market.

0 | **Reputation Management**

1 Local sentiment repair across review platforms and search visibility.

0 | **Multi-Location Visibility**

2 Unified strategy with localized differentiation across TX and LA.

0 | **Local Positioning**

3 Repositioned each store as the community's pizza place — not a chain.

0 | **Social Media Infrastructure**

4 Built and optimized individual social profiles for all 26 locations.

0 | **Community Marketing**

5 School fundraisers, local events, and community-first engagement.

0 | **Revenue Strategy**

6 Reputation and engagement aligned directly with sales performance.

STRATEGY IN DETAIL

How Each Pillar Was Executed.

Reputation Management

Addressed negative sentiment at the local level through consistent messaging, active review platform management, and improved search-level visibility. Each location was treated as its own brand recovery unit.

Community-First Positioning

The strategic shift: stop competing as a national chain and start showing up as the local pizza place. Messaging, tone, and presence were all rebuilt around neighborhood identity and community belonging.

Social Media at Scale

Individual social profiles were created and optimized for all 26 locations — enabling hyper-local content, community engagement, and market-relevant visibility that a single brand account simply cannot deliver.

School Fundraiser Program

Organized and promoted fundraiser events connecting each location directly to local schools. This drove immediate goodwill, built lasting brand affinity, and created a repeatable community engagement engine.

OUTCOMES

What Changed Across 26 Locations.

27–36% Average Sales Growth

Achieved sustained revenue growth across multiple locations over an 18-month engagement, driven by improved local trust, visibility, and community integration.

Stabilized and Recovered Brand Performance

Successfully countered the impact of a national brand crisis at the local level, restoring customer confidence across markets.

Long-Term Community Integration

Established ongoing relationships with local schools and communities through consistent fundraising and engagement initiatives.

Multi-Location Infrastructure Built

Developed scalable systems across 26 locations, including social media presence and localized positioning.

Improved Brand Perception

Strengthened sentiment across reviews, search visibility, and community engagement channels.

Sustained growth over 18 months — not a short-term spike.

THE TAKEAWAY

What This Case Demonstrates.

Crisis Recovery at Scale

The ability to rebuild brand trust across 26 locations simultaneously — with a coordinated system that moves fast without losing precision.

Local Over National

National brand problems are solved locally. The strategy that worked here was built around neighborhoods, schools, and people — not a logo.

Infrastructure That Lasts

Social profiles, community positioning, and local identity don't disappear after an engagement. They become permanent assets for the franchise.

Reputation Drives Revenue

Trust is not a soft metric. Restored community confidence translated directly into foot traffic, sales performance, and long-term loyalty.

This wasn't just reputation management.

It was repositioning 26 locations as trusted local brands and driving measurable growth during a national crisis.

Cornerstone Marketing Agency specializes in brand recovery, multi-location strategy, and the systems that turn reputation into revenue.

Cornerstone Marketing Agency

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Reputation Management · Local Visibility · Multi-Location Strategy