

Chick-fil-A



SlyFox
We've got  the secret to success.

Our Company



SlyFox

We've got  the secret to success.

At Sly Fox we know how tricky it can be to get your message across. We're here to help. As a committed group of UW-Madison journalism students, we know communication is key. We are digital natives, and are savvy in all things media. We approach each problem with a deep understanding of how to target an audience and how to do it strategically and creatively. We've got the secret to success.

Meet our team



Ruonan Zhang
Research Director



Maggie Forman
Account Manager



Amanda Oelke
Creative Director



Logan Rude
Copywriter



Ben Davis
Media Director



Perri Sheftel
PR Director



Marissa Fishkin
PR Director

Table of Contents



Situation Analysis	4
Campaign Strategy	14
Creative Plan	22
Media Plan	32
Public Relations and Promotions Plan	41
Appendix	54

Situation Analysis



Client Background



Chick-fil-A is a family-owned Quick Service Restaurant (QSR) chain based in Atlanta, Ga. Its founder, Truett Cathy, opened his original diner in 1946, the Dwarf Grill, in Hapeville, Ga. Later on he invented the famous Chick-fil-A's chicken sandwich. In 1967, Truett Cathy opened the first Chick-fil-A restaurant at a mall in suburban Atlanta (1).

Since then, Chick-fil-A has become one of the largest QSR in America, with over 2,200 locations in 48 states and annual sales exceeding \$6 billion in 2015 (2).

Chick-fil-A has a long tradition in philanthropy. Truett Cathy established a college scholarship program for Chick-fil-A team members in 1973 and since then \$45 million in college scholarships have been given away (3). One franchise even gives their employees a bonus of \$200 for every A or B they receive in school (19). In 2012, the Chick-fil-A foundation was established to help local communities, invest in youth and continue Truett Cathy's legacy (4). The Chick-fil-A foundation has partnered with 193 organizations and brands nationwide (7). Chick-fil-A has sponsored the Peach Bow since 1996, the College Football Hall of Fame, the Chick-fil-A Fan Experience and the Chick-fil-A Kickoff Game (6).

The restaurant is closed on Sundays so that the employees can rest or worship with their families if they choose (5).

Brand controversies

In July 2012, the Chief Operating Officer of Chick-fil-A, Dan Cathy, gave a series of comments opposing same-sex marriage in a religious radio program. He commented on the company supporting "traditional definitions of marriage" and said that gay marriage "violates God's plan". This went viral on the internet and led to a series of boycotts (6).

Dan Cathy continues to oppose same-sex marriage. Chick-fil-A claims that Dan Cathy's statements do not represent the views of all our customers, restaurant owners and employees. This controversy has become a negative association to the brand (7).

The Industry



Industry Trends

The fast food industry has grown since the last recession. Mintel Report shows that the industry revenue has grown at an annualized rate of 3.1 percent since 2012. The three biggest market players are McDonald's Corporation., Yum! Brands Inc., and Subway, some have expanded their business overseas. This industry is very competitive and highly saturated.

Consumers have become aware of health issues related to obesity, high-calorie food intake and food safety. This has caused fast food restaurants to experience a decrease in market share. To combat this many have added healthier items to their menus. As a traditional QSR chain, Chick-fil-A has also introduced healthy menu items. (34)

Competitors

Yum! Brands Inc.

Yum! Brands Inc. owns Taco Bell, Pizza Hut and KFC. They have stores in 130 countries, owning 8.4 percent of the market share. They cluster their restaurants to expand customer options and maximize profits. Yum! Brands Inc. are opening upscale Taco Bell locations called Taco Bell Cantina that will serve alcohol and have nicer interiors. Yum! Brands Inc. have struggled with sales and have copied McDonald's in several deals and promotions.

Yum! Brands Inc. acquired KFC in 1978. There are over 20,500 KFC outlets in more than 125 countries and territories around the world (9). KFC was surpassed by Chick-fil-A for chicken-based restaurant sales and only opened 10 new location in 2016(14).

KFC's mascot, Colonel Sanders, has undergone a lot of changes over the years and been part of numerous creative campaigns for the brand as well as their family dinner buckets. Their long-standing slogan "It's finger lickin' good," is still in use today.



McDonald's

McDonald's Corporation was founded in 1955 and has become the most competitive fast food restaurant chain in the U.S. There are over 294,633 locations and they have 15.2 percent of the industry's market share (35).



They are open 24/7, have a large menu and serve all-day breakfast. McDonald's has also introduced healthier options and redesigned some stores to improve customer perception. Their current promotion, McPick 2, offers extremely low-priced options. They have adopted new methods for taking orders, like mobile ordering, table service and self-serve kiosks. They have a large budget and locations all over the world.

McDonald's has an extremely large menu, they once had 145 items on the menu at one time, which can overwhelm customers (14). McDonald's is often associated with unhealthy food and low customer satisfaction, putting them at a disadvantage (14). Rauxa, a marketing agency, found that Chick-fil-a received 52 percent customer satisfaction, compared to 22 percent of McDonald's (14).

McDonald's has successfully launched numerous marketing campaigns, including its famous "I'm Lovin' it" campaign, launched in 2003. It has become the most influential slogan in the industry. McDonald's also uses Happy Meal toys to cross-market with other brands (8).

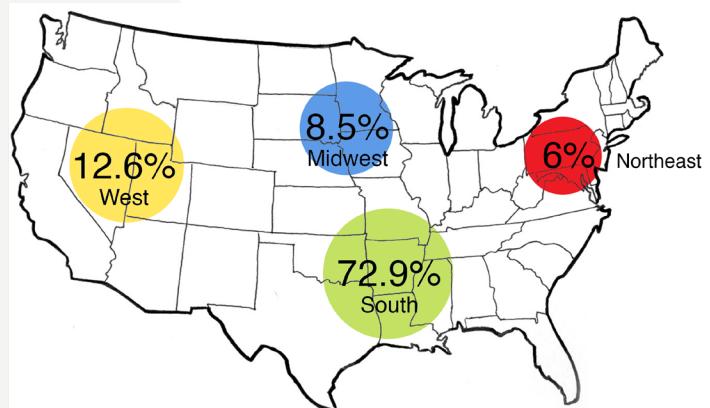
Consumer Analysis



Chick-fil-A customers are:

- 58% female
- 74% are white
- 32% attended college (<1-3 years)
- 60% are presently married
- 42% have 1-3 children in their home
- 14% have children whose age are in between 3 to 5 years
- 61% are currently employed, full time or part time
- 12% are in management/ business & financial operations careers
- 18% are in professional/technical profession
- 18% are 18-24 years old
- 9% are 25-29 years old
- 11% are 30-34 years old
- 10 % are 35-39 years old
- 8% are 40-44 years old

Regional Distribution of Chick-fil-A Customers



The 2017 Mintel report of QSR's states that parents generally rely on fast food. Mintel data notes that 85 percent of parents agree QSRs are a great option when they're with kids. 93 percent of Millennial parents have visited a fast food restaurant in the past three months. This industry trend corresponds to the high percentage of visitation of parents to Chick-fil-A restaurants. Consumers also value the quality and satisfaction of the food at QSRs (34).

Brand Analysis



Positioning

Chick-fil-A is family owned and aspires “to glorify God,” (12), positioning them as a wholesome American company. They are focused on quality of both product and service; only offering chicken-based meals. Chick-fil-A calls themselves a “quick service restaurant” rather than a “fast food restaurant” because they are consistently friendlier, cleaner and healthier than competitors (13).

Dee Ann Turner, the Vice President, Sustainability for Chick-fil-A, wrote a book called “It’s My Pleasure: The Impact of Extraordinary Talent and Compelling Culture”. Turner explores how Chick-fil-A has built a devoted talent and fan base that spans generations. This book tells stories and provides practical applications on how to develop extraordinary talent to build and simulate a company’s culture (11). Turner points the importance of recruiting employees that fit the brand culture, nurturing talent by telling the truth, and engaging every guest in the culture. Chick-fil-A pays employees higher wages and give employees better training. The employees are known for their “Second-Mile Service” and delivering the signature response of “it’s my pleasure” rather than “you’re welcome”. They focus on operational excellence and making emotional connections with every guest.



Customer Perceptions

Chick-fil-A opened 2,000 restaurants by March 10, 2016, with most of its locations in the Southern United States. It has been growing faster than ever, even after anti-gay marriage comments in 2012, with unusually chipper employees and strong focus on religious values(14).

Chick-fil-A rates high in customer satisfaction studies and diner ratings. People associate Chick-fil-A with words like tasty, caring and respectful, rarely with cheap or fast food. Customers usually gain a personalized experience both in stores and online.

Menu

Chick-fil-A focuses on what they are good at, selling chicken-based products. It took founder, Truett Cathy, four years to develop the best-selling original chicken sandwich, allowing chicken to cook as quickly as a fast food hamburger (14). The most popular items have consistently been the classic chicken sandwich, waffle fries, and sweet tea. They have introduced healthy options like the superfood side and grilled chicken sandwich to appeal to a wide customer base. (15)



Media Usage Analysis



Simmons Oneview reports indicate that Chick-fil-A customers primarily consume media through broadcast TV, print magazines and internet.

Television:

Of Chick-fil-A customers, approximately **32** percent watch College Football Regular Season and NFL Football Postseason.

Sixty nine percent of Chick-fil-A customers watch prime time TV, 9-11 p.m., most often on ABC or CBS.

Magazines:

Forty seven percent of Chick-fil-A customers read home services magazine publications and **61** percent read women's magazine publications. Including People, Time, Parents and Better Homes and Gardens.

Internet:

Fifty nine percent of Chick-fil-A most customers use the internet to check the weather.

Thirty eight percent of people who said they eat at Chick-fil-A most often use social networking sites on the internet.

Social Media:

Sixty one percent of Chick-fil-A customers use Facebook.com and **53** percent use Youtube.com.

Creative Analysis



Chick-fil-A's development from mall-based fast food chains to free standing restaurants, created their need for more targeted advertising. The Richards Group, Chick-fil-A's advertising agency starting in 1994 focused their attention on making three-dimensional billboards. This idea was innovative and could help bring awareness to the Chick-fil-A brand (37).

In 1995 after some trial and error with different billboard concepts, they decided to revisit an existing the cow theme to build the idea further (38). They developed the cow characters and implemented them on 3D billboards with the line "Eat mor chikin."

Since the start of this campaign, Chick-fil-A has been using cows to tell humans not to eat them for more than 20 years. They have been a huge hit with Chick-fil-A fans as they have become attached to tension between cows and beef-eaters.

They continued to put out more billboards with the cows and in 1997 aired their first TV commercial with the campaign. They come out with additional commercials every so often, while other forms of advertising, including radio commercials and "giant wall" and water tower covers continue to expand. Billboards are still their primary form of advertising (38).



PR and Promotions Analysis



Past Promotions

July 10th is Cow Appreciation Day, Chick-fil-A's biggest promotion of the year. Sponsored by Dr. Pepper, Chick-fil-A gives away free food to promote their products and increase customer traffic (16). It began in 2004 and now has over 2,100 locations participating in the promotion, offering full free entrees to adults and children who come to Chick-fil-A wearing a cow costume. In 2016, they gave away 1.6 million free meals offering full free entrees to adults and children who come to Chick-fil-A wearing a cow costume (17).

Chick-fil-A has also done promotions through their mobile apps. Customers are able to skip the line, pay through the app, customize meals and earn free merchandise. Chick-fil-A announced that people who download the app can get one of three select breakfast items through September, 2017 (18). This promotion happened twice; Chick-fil-A endorsed the first app promotion during its launch in June 2016, and then again in September 2017. In 2016, the promotion lasted 11 days and resulted in 3.4 million downloads.

Company's Public Image

Chick-fil-A faced major public turmoil when the chain's CEO, Dan Cathy, spoke out against gay marriage. There were stakeholders on both sides of the controversy who were infuriated about the situation. In response to the situation, protesters chose to host a National Same-Sex Kiss Day at their local Chick-fil-A (19).

Two years ago, Chick-fil-A opened up their first location in New York, a liberal state. Chick-fil-A was attempting to reinvent their image and open up locations in Northern states to better their reputation and clear up past misconceptions about the gay marriage incident. The first New York location was so successful that they opened up three more in New York, Seattle, Maine, Portland and Michigan.

The company's sales grew from \$6.8 billion to \$8 billion in 2016 from the expansions. The decision to expand to different states across the country allowed them to redeem their reputation, keep their loyal customers and expand their customer base. Chick-fil-A's efforts have been well received as we found in our primary research that 39 percent of survey respondents felt 'extremely positive' about the company (36). The key to their reinvention has been their customer service, which ranks #1 worldwide.

SWOT Analysis



Strengths

Concise menu
Great customer service
Valued employees
Rapid growth
Deep culture background

Weaknesses

Closed on Sunday
Gay marriage controversy
Lack of diversity for promotions
Limited locations

Opportunities

People prefer QSRs because their convenience and quality
Sponsorship with events, charity, sport games

Threats

Customer preference is changing
Not as many funds or locations as competitors
Highly saturated market

Key issues and implications

1. Consumer preference is constantly changing toward healthier menu items since health diet is the trend in the future. Chick-fil-A needs to closely monitor consumer preference in order to come up with menu that fits consumer preference. Traditional QSRs are losing its power to attract consumers.
2. Consumer loyalty varies by region. Chick-fil-A has great customer loyalty in the South but limited locations in other regions. Therefore, Chick-fil-A will want to engage loyal customers in the South or expand brand recognition in other regions.
3. Past Chick-fil-A controversy has causes associations with the brand to turn negative. There is lots of opportunity to create new positive associations for Chick-fil-A customers by expanding in new creative directions.

Campaign Strategy



Our Objective



The main objective of this campaign is to position Chick-fil-A as your “home away from home” and a more tasteful alternative to other fast food joints. As shown in the situation analysis, Chick-fil-A is perceived to be a wholesome company with high quality options. But they also have some negative associations with consumers after their CEO’s anti-gay marriage comments. Chick-fil-A’s core beliefs will remain the same but we want customers to see Chick-fil-A as an accepting organization that cares about their customers. Customers will make positive associations with the brand, placing it as the next best option to eating dinner at home. Our primary research found that 70 percent of survey respondents think eating dinner with their family is important. Also, over 50 percent said they go out eat two or more times per week (26). Our campaign will blend the importance of family dinner with the trend of eating out. Chick-fil-A is for when customers do not have time to make dinner at home but still want to eat a quality meal with their family. Chick-fil-A’s happy employees, clean interiors and home-cooked style food all will contribute to this “home” campaign.

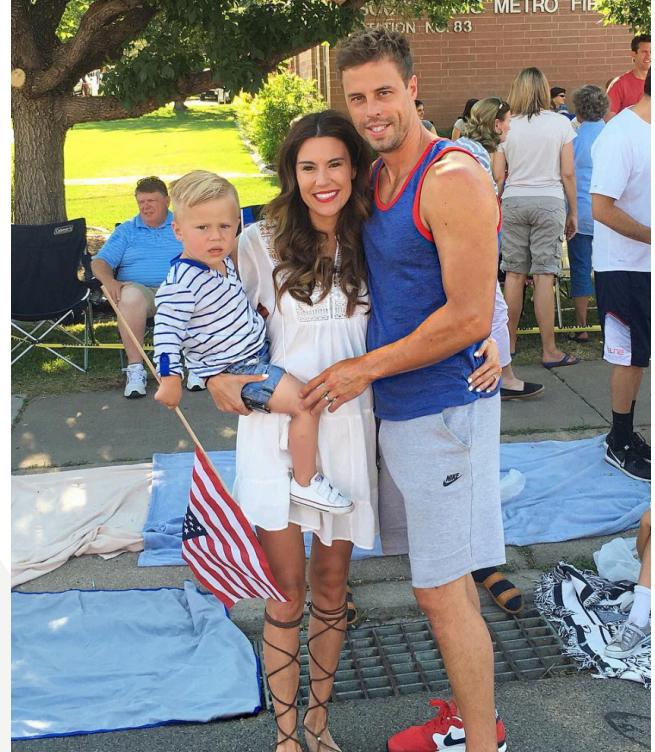
Chick-fil-A will be a destination, not just a place for fast pick up. Customers will be eating there a part of family’s weekly routine, creating even more brand loyalty. We project current Chick-fil-A customers will visit the restaurants more often than they currently do, therefore, increasing profits by 15 percent and increasing customer frequency by 10 percent.

Consumer Targets



Primary Target

Meet Peyton (28) and Lucas (30), a young married couple from Charlotte, North Carolina. They met when she was a sophomore and he was a senior working on a business school project at the University of North Carolina-Chapel Hill. When Peyton graduated from college, she moved to Charlotte to join Lucas who had gotten a great job in sales. She works part time as a real estate agent, which she decided to go into because of her love of interior design and staging homes. A year after school they got married and then had their first son, Sawyer who is now four years old. Sawyer loves playing little league baseball and going on walks with their chocolate lab named Hershey. They are very busy and sometimes do not have time to make a big homemade dinner every night, but they always value that family time around the table. On Sunday's they attend church, spend a lot of time outdoors and with friends. They are both outgoing and energetic people, posting photos of Sawyer and Hershey on Facebook. At night they stay in to watch the Big Bang Theory after Sawyer heads to bed. They are currently working to remodel their house to make room for a new baby they are hoping to have soon, and to make it nicer for when they have friends over.



Finances

Lucas has been working at his job for eight years now and has risen from a sales representative to a district manager. Now their household income is \$150,000/year. He has saved a lot of money for their house, Sawyer's college funds and paying off their student loan debt. They do not feel completely secure in their finances yet but they do choose to spend their money on family activities, vacations, electronics and going out to eat.

Secondary Target

Meet Nathan (23) and Haley (23), a newly married couple who are expecting their first child. They live in Los Angeles, California and just graduated from UCLA. They both started working in the city, he in finance and she in human resources. The winter after college graduation they got married and Haley is now six months pregnant. They are making around \$80,000/year and they are saving money for their new family. They bonded over their love of football and try to never miss a game. They make sure to get together with their friends on the weekends but, they also have their guilty pleasure drama television shows they watch during the week. They both spend a lot of time on social media as well. Since they are expecting a child they look to families for advice and tips on what life will soon be like. They aim to start forming habits that will help them when the baby comes. Having a child will soon make them our primary target. They value the same things and want the best for their future family, so our campaign will be relevant to them.



Key Insights



Competitive Advantage

Chick-fil-A's competitive advantage comes down to their simple chicken-based menu. Their main menu items are all chicken-based, opposed to their customers who are mostly beef-based. They take the time to create perfect items before putting them on the menu and keep the choices very simple. Chick-fil-A focuses their menu on their popular waffle fries, chicken sandwiches and drinks to be the best at what they do. (23)

How Chick-fil-A Stands Out

Chick-fil-A is very vocal about their strong company values. They are family-owned and have a religious backbone that has created some controversy, yet many of their customers respect their values. We want them to stand out because of their good values, but be also understood as an inclusive place to eat. Other fast-food chains do not speak out about their values as a company and are not as family-oriented. We will have Chick-fil-A stand out to our target audience who have children, or a child on the way because of those deep family values.

Unique Selling Proposition

Chick-fil-A deeply trains their employees better than other companies and make sure they are happy to ensure great customer service. Employees at Chick-fil-A are trained very specifically through its "Second-Mile Service." They use phrases like "it's my pleasure" rather than "no problem" and bring your food right to your table. Workers are more personable and welcoming, making Chick-fil-A stand out from their competitors.. They invest in good workers and pay them more than their competitors to make sure they have the best service. (24) By having workers keep the stores clean, inviting and pleasant, Chick-fil-A creates a higher quality experience similar to Panera Bread.

Positioning

Chick-fil-A considers themselves a quick-service restaurant, rather than fast food. We want to see them increasingly more on the level of a sit-down dining experience similar to that of Panera Bread. Chick-fil-A already goes the extra mile by cleaning their restaurants more often, putting fresh-cut flowers on the tables and offering high quality food. (25) Other fast food restaurants are places customers eat when they just need quick food and do not care where it comes from. Chick-fil-A will become a destination for their customers because of their service, great tasting food, inviting restaurants and solid values. They will be the place to go with your family or friends when a home cooked meal has not been prepared but you still want to have a quality family meal together. Their positioning will move toward being the place to go with the people you love, to eat the food you love. It does not replace sitting down at home for a meal but works in addition to it.

Personality

Chick-fil-A's current personality is dedicated, value-oriented and perfectionist. We think these are good traits because we like how much the people at Chick-fil-A care about their workers, product and customers. We would like to see their personality move more towards family-friendly, accepting and tasteful. We want this to be the place where everyone feels comfortable and at home. Kids and adults will equally want to spend dinner time at Chick-fil-A.

Tradition

Chick-fil-A's deep family values provides a perfect foundation to emphasize the tradition of family dinner time. Our target market and most Chick-fil-A customers highly value family dinner time as 28 percent of our survey data said they eat at home with their family 4-5 times a week (36). Chick-fil-A wants to help families continue this traditional family dinner time when dinner might not be ready at home. They provide an alternative home for families to enjoy quality time together while eating quality food.

Media Scope



Campaign Timing

Chick-fil-A's customers care a lot about sports, family and religion. Chick-fil-A will use minimal advertising all year round and one pulse during back to school and football season, to align with our target markets' interests. The first pulse of the campaign will start in August for back to school advertisements. It will extend through the NFL season and end in February with the Super Bowl. The second pulse of the campaign will start in April and end in May to anticipate summertime as a popular time to eat out at restaurants (4). The campaign will last one year in total, starting and ending in August.

Chick-fil-A's most profitable days are Mondays, Tuesdays and Saturdays. We will use this to keep our ads to the beginning and end of the weeks. Our target market also consumes media on Sundays after church. We will market then to remind customers of Chick-fil-A when it is closed (5).

Location

The heaviest focus will be in the Southern United States because that is where 73 percent of Chick-fil-A customer's live. Also the largest amount of our target lives in country region B so we will focus our ads in the suburban areas of Southern cities (5). We see a potential for growth in the Western Region so we want to expand some advertising focus there, where our secondary target reside.

The cities around these areas will receive our main focus (6):

Atlanta, GA	Dallas, TX	Houston, TX	Philadelphia, PA
Washington, DC	Charlotte, NC	Raleigh-Durham, NC	Orlando, FL

Media Allocation

The majority of the budget will be used for television, internet and social media advertisements. Television and internet ads will be placed in just the Southern region during our pulsing advertising periods and social media will be placed nationally. Our social media ads will be used mainly on Facebook.com and Youtube.com, which is where our target market is spending a lot of their time. We will also use social media for Chick-fil-A promotions. Other internet ads will be continual throughout the year, take a larger amount of our budget. The rest of our budget will be split among magazines, outdoor ads and radio.

Creative Brief



Chick-fil-A currently finds itself surrounded by a loyal customer base. Many of their key supporters have gravitated toward the brand's traditional family-oriented values. Our campaign focuses on the opportunity to make Chick-fil-A the go-to alternative for a sit-down family dinner. The majority of survey respondents stated that they valued their family over most all other things. Our campaign will emphasise this value, providing a "home away from home" to spend that family dinner time together. The friendly staff and warm environment make the restaurant not just food on the go but a dinner surrounded by quality food and family. This will be emphasized throughout the entire campaign to position Chick-fil-A as everyone's home.

Our print and TV ads will remind families that they aren't sacrificing a night around the dining room table, as Chick-fil-A provides that same environment and experience. Our strategy will lead consumers to think of Chick-fil-A just as their home. We want to make consumers feel welcomed and at home in the restaurant. Most of our advertisements will appeal to the feelings of comfort and happiness, feelings typically associated with being at home. This reinforces the inclusive, inviting space that Chick-fil-A wants to share with Millennial parents and their families.

We know the importance of family time and the importance of a family-shared meal. While Chick-fil-A doesn't want to infringe on those irreplaceable nights around the table, we want to make sure they have a place to go when they are unable to prepare dinner at home. A place that seems just like home.

Creating new associations

Chick-fil-A's has gained negative press and built negative associations around their strong religious beliefs offending many of the LGBTQ community. This is the biggest obstacle that Chick-fil-A faces. We will work to associate the brand name with more favorable associations of tradition. Positioning the brand as traditional with family meals, inclusive to all families, emphasizes their value on traditional lifestyles without having a negative connotation.

Creative Plan



Creative Concept



Our campaign focuses on Chick-fil-A being your home away from home. We want to remind families that they aren't sacrificing family dinner time, rather we are an equal alternative with a similar environment and caring people. Our creative plan will be centered around Chick-fil-A as your home. The excellent staff turn the restaurant into more than just a quick meal. Chick-fil-A hires and trains amazing individual employees that set a warm and inviting tone in the restaurant. They are friendly faces that invite you in as if this is your own home. The focal point of our campaign will be this home environment Chick-fil-A captures.

With each family and home there comes a layer of important tradition and history. Our campaign will also highlight that aspect of our customers and the Chick-fil-A company. We will use the important traditional aspect of quality family time, and specifically family dinner time throughout our campaign. Family tradition is an important stable to the Chick-fil-A brand and is important to the Southern demography we are targeting.

“Just call us HOME”

The slogan “Just call us ‘home’” will be used throughout this campaign. This short simple message conveys that we are everyone’s home, where they can bring their family and sit down for a quality meal. There is a level of casual comfort that comes with the saying, indicating that the message is coming from one of our friendly staff suggesting that our home is your home too.



Print Advertisements



Our print advertisements will highlight Chick-fil-A as your home away from home. Readers will resonate with the idea that Chick-fil-A's are inviting comfortable places to bring the family for dinner.

This is a layered ad, featuring a flap that looks like a door is opening. The mother is reaching to open the door of her home on the first page and when you flip the door flap open, the inside will look like the inside of a Chick-fil-A restaurant. Mothers will particularly engage with this print ad because they value an experience that will be just like a family dinner in their own home. After a long day of work, dinner might not be ready and they just want to be in a comfortable home environment with the people they love. This ad shows that they can do just that and not have to worry about the time preparing a meal. It signals that Chick-fil-A is just like walking into your home. The interactive flap will make the advertisement interactive requiring readers to stop and engage with the message. This creates a more memorable impression on magazine readers.



The remaining print advertisements continue to highlight Chick-fil-A as your home. Our primary audience, parents in their late 20s, will be reminded of their traditional family roots in our dinner table advertisement. It will remind them that family dinners were, and will continue to be a staple of their family life. It will trigger their desire to eat at Chick-fil-A, on those days when a home cooked meal isn't feasible, because it will be the same family experience. Our service centered advertisement focuses on the exceptional employees Chick-fil-A has. Our target market wants a place that will be family friendly and happy to bring their young kids. The genuine smile on this employee's face makes the reader welcomed and comfortable to bring their whole family there. They make each customer part of the Chick-fil-A family. Triggering emotional happy feelings will leave our brand more memorable.



Television Advertisements



We will produce two commercials, one to feature starting in the superbowl and another for most all other time slots. Here we can focus on the aspects of home, tradition and family. By intersecting all of these themes the commercials will be thoughtful and deeper than most other quick service restaurant advertisements. Our customers will value this deeper outlook on the brand, demonstrating how Chick-fil-A has a place in many families lives. Chick-fil-A as your home away from home will be the overarching theme, showing the uniquely friendly staff throughout.

Advertisement One

Placement: Primetime and Football Games

Run time: 60 seconds

This commercial will be set in modern time, featuring a young family of three. They are sitting and ready for dinner to be served when their home turns into a Chick-fil-A where a server brings the seated family their meal. The creative transformation from a dining room into the inside of a Chick-fil-A will produce the concept that our restaurant is just like your home. Family dinner time is important to our primary target market and therefore this commercial will particularly resonate with them. They will mentally place their family in the commercial just how they have dinner together most every night. Our target market will also relate to the dad cooking dinner as our families are young, growing and more modern.



Mom and son are sitting in the dining room together ready for family dinner



Dad is in the kitchen finishing making the meal. Dad: "Here comes dinner!"



Dad starts to walk into the dining room with some of the food.



The inside of the house then starts to transform into the inside of a Chick-fil-A.



The Dad has become a Chick-fil-A employee, and brings a tray of food to the seated family.



Employee puts down food. Dad: Thank you! Employee: My pleasure. Enjoy!

Just call us HOME



VO: Chick-fil-A, Just call us home!

Advertisement Two

Placement: Superbowl

Run time: Two 30 second time slots, separated by one other commercial

The first half of the commercial will be set in the 1980s when stand alone Chick-fil-A's started to be build. It will feature a mother in her late 20's and a daughter that is 4 years old. Later the father will join them in the restaurant where they enjoy a family meal brought to them by a Chick-fil-A server. The second part to this commercial will be structured the same yet set in modern day. The main character will be the mom, who is the daughter from the first half of the commercial grown up. This commercial hits on several aspects that are important to our target market, including having family dinner, a warm and inviting space and friendly employees. The commercial plays to the emotional appeal of generational families carrying on traditions, something that will resonate with the traditional Southern family. Our two part design is original, clever and more memorable due to increased exposure to our message.

Part One



Starts with a mom driving home in her 1980s station wagon, with her daughter in the back.



The mom pulls into the driveway and they walk together up the driveway to the front door.



The mom reaches out to open the front door. This is a close up shot from the inside looking out at the mom starting to walk in.



When the scene starts to pan out wider, we notice that the inside of the house is now the inside of a 1980s Chick-fil-A.



The mom turns into an employee. The employee delivers the tray to that mom, daughter and now father sitting at a table.



VO: We've always been there as part of your family. We've always been there as your home away from home.

Part Two



A mom is driving home in her 2012 SUV her daughter is seated in the back.



They pull into the driveway of their house and both get out of the car, heading toward the front door of the house.



They both walk up to the front door, the mom opens the door and starts to head in.



Walking into the house the insides turns into a Chick-fil-A and the mom become a Chick-fil-A employee walking with a tray of food.



The employee brings the tray of food to a table with the mom, son and the father who has joined them.



VO: We've always been here for your family. Just call us home!

Radio Advertisements



Our radio broadcasts will be aired during peak transportation times for morning and evening commutes in order to successfully reach our targeted young professionals. They will focus on the idea that, even during a busy week for themselves and their children, Chick-fil-A is a perfect backup plan when they realize there just isn't enough time in the day to prepare a home-cooked meal that they share every week.

Script - Morning drive

The 15 second commercial will feature solely voice over from a woman with a warm, inviting voice. The employees are customer oriented and strive to make each guest feel at home. This commercial highlights that Chick-fil-A works for their customers. Placing this upbeat happy commercial in the morning is perfect for setting the tone of the drivers day. We want to leave them happy for the day and to remember how Chick-fil-A left them smiling.

VO: At Chick-fil-A making our customers feel welcomed is our number one priority.

VO: When you've got a smile on your face, we've got smiles on ours.

VO: Come in today so we can put a smile on your face!

VO: Chick-fil-A: Just call us home!

Script - Evening drive

This 15 second commercial focuses on the friendliness of Chick-fil-A employees. Our audience is very family oriented so we plan on highlighting the idea that Chick-fil-A employees are like an addition to their own family. This commercial singles out the driver telling them to bring their family in. Placing this in the evening drive time is perfect timing to remind parents when they are thinking their evening dinner plans that Chick-fil-A is always an option.

VO: Our staff at Chick-fil-A is so friendly you'll feel like you're surrounded by family when you're here.

VO: Bring your family in and spend some time with ours tonight!

VO: Chick-fil-A: Just call us home!

Billboard Advertisements



This billboard will be featured in the selected cities around the country. Here a Chick-fil-A restaurant sits in the middle of a suburban neighborhood. It looks like another house on the block to indicate Chick-fil-A's home-like feeling. The visuals are easy and quick to look at for drivers passing by as well as our short impactful slogan big across the top. Our target market is looking for a home away from home and who does that better than your friendly neighbors. We want to remind them how much Chick-fil-A is like a home by blending it in with the neighborhood were the employees are just another family on the block who make you feel right at home. Our primary and secondary target will particularly like this because they aspire to have a family like neighborhood environment for their kids to grow up in.



Digital Advertisements



Advertisements will be placed throughout different social media platforms and websites, including Facebook, Weather.com and YouTube. These are all sites that our target market frequently visits and therefore help to repeatedly remind them about our brand, message and promotions.

Facebook

On Facebook we will be using native ads, as well as rich ads. Here we have a rich ad where the user can scroll through a list of the nearest Chick-fil-A's. Placing this on Facebook helps to prompt users that Chick-fil-A is a great option. This interactive ad will help our target market choose and visit the restaurant location they want. This would be especially helpful when our target market is in an unfamiliar place, as they can find the Chick-fil-A closest in order to still sit down for a family meal. Our native ad will work to reinforce Chick-fil-A as a "home away from home." We expect this ads prompt customers memories about how positive and comfortable their last visit to Chick-fil-A was making them want to return.

A Facebook rich ad for Chick-fil-A. It shows two restaurant locations: West Towne Chick-fil-A (4.9 miles away) and East Towne Chick-fil-A (6.2 miles away). The ad includes a call to action to "Get Directions".

Leah Witt, Naomi Kuplic and 7 others like Chick-fil-A, Inc.

Chick-fil-A, Inc. Sponsored

Serving you as part of our family. Sit down and enjoy a family meal at your local Chick-fil-A today.

West Towne Chick-fil-A

4.9 miles away

Get Directions

East Towne Chick-fil-A

6.2 miles away

38 Comments 9 Shares

263

Like Comment Share

A screenshot of a Facebook news feed. It shows a post from Amanda, a "People You May Know" section featuring Emilia Stoian, and a sponsored ad for Chick-fil-A. The ad features the text "Just call us HOME" and an image of a Chick-fil-A restaurant. It includes a call to action to "Visit chick-fil-a.com".

Amanda Home

People You May Know See All

Emilia Stoian 16 mutual friends Add Friend

Sponsored Create Ad

Just call us HOME

West Towne Chick-fil-A

Serving you as part of our family Join us for your next family meal at the West Towne Chick-fil-A

Visit chick-fil-a.com

English (US) · Español · Português (Brasil) · Français (France) · Deutsch

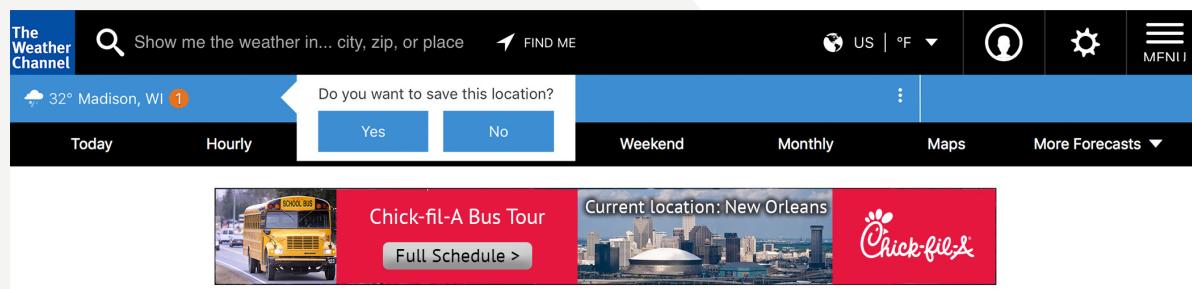
Privacy · Terms · Advertising · Ad Choices · Cookies · More · Facebook © 2018

Weather.com

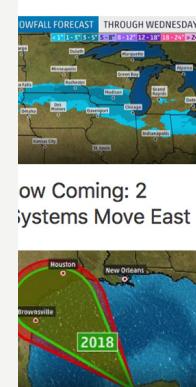
We will also place ads on Weather.com. We will have a mix of traditional campaign advertisements as well as ads promoting events and promotions Chick-fil-A currently has going on. Placing advertisements about Chick-fil-A events on a weather site positions us to receive more participants when users see the weather will be nice during that event day.

YouTube

Chick-fil-A advertisements will also be embedded at the beginning and within in select YouTube videos. These will be short 15-30 second commercials. The clips placed before the YouTube video starts will typically highlight an event or promotion going on. The main idea and information will be said right away as YouTube often allows viewers to skip commercials after five seconds. The advertisements placed within YouTube videos will be shortened versions of our television ads. Often viewers cannot skip through these advertisements allowing us to present a more indepth message about our brand.



A YouTube video thumbnail for 'Rachael Ray Cooks Up a Delicious Taco Dinner'. The thumbnail shows a man holding a smartphone over a Chick-fil-A meal, which includes a box labeled 'Chick-fil-A FAMILY CHALLENGE' and a drink. The video duration is 0:15 and has 42,788 views. The Chick-fil-A logo is in the top left corner of the thumbnail.



Media Plan



Objectives and Strategy



Objectives

To reach our target audience in the most effective way, Sly Fox is proposing a thorough media plan. The goal of our campaign is to use high frequency during optimal times and have a medium reach. Another major part of this plan is a pulsing strategy, where we will increase advertising during certain periods while having less at other periods. This is done to reach our target audience at the right time periods and to not overspend on advertising. Our target audience is young, Southern families who value family time. They are avid users of social media and consumers of television. However, they still hold traditional values, so Sly Fox decided to use a variety of media buys in digital, traditional and impact to target this audience.

Duration & Pulsing Strategy

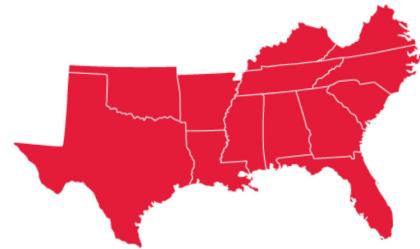
We will have two main pulses throughout the year. Chick-fil-A consumers are family oriented, but also fans of college and professional football (15). The first part of our ad campaign will start in August of 2018, to give the consumers a small amount of time before the school year starts. This campaign should run until the NFL season ends in February, which is approximately the end of most winter breaks for schools. After the first pulse, there should be a low pulse through the end of winter and spring because our consumers won't be as focused on media consumption. According to Charles Briggs, a restaurant operator, restaurants see a boost in business during the summer. There will be another campaign pulse at the end of spring to boost our sales in advance of this popular time. This smaller campaign pulse would be in April and May of 2019.

Geographical and Timing Strategy



Geographical Strategy

For our geographic strategy, we are focusing on the United States with a heavy emphasis on the Southern region because they are 94 percent more likely to consume Chick-fil-A (15). In addition, according to Southern Living, six of the top ten cities that consume the most Chick-fil-A are in southern states. Within this geographic region, we will focus on Atlanta, Dallas and Houston because those cities consume the most Chick-fil-A. This is where the majority of our campaign funds will be emphasized. Along with this, we will have a smaller focus on major cities within the West, Midwest and Northeast. We will use billboards near store locations to create brand awareness since consumers are less likely to choose Chick-fil-A in these regions (15).



Timing Strategy

To maximize our campaign, we will focus on certain times of the day depending on the type of media. For radio, our target audience consumes a good amount of radio during the popular drive times on the weekdays. This includes the morning and the 3:00-7:00 p.m. evening drive times.

Our television ads will be placed during regular football season games and primetime television. The timing for TV ads will be Monday-Friday nights after work hours from 8:00 p.m. to 1:00 a.m., Saturday afternoons from 11:00 a.m. to 4:00 p.m. and after church time on Sunday from 3:00 p.m. to 4:00 p.m. We will also focus our ads on major networks like ABC and CBS, because our target is already watching these channels.

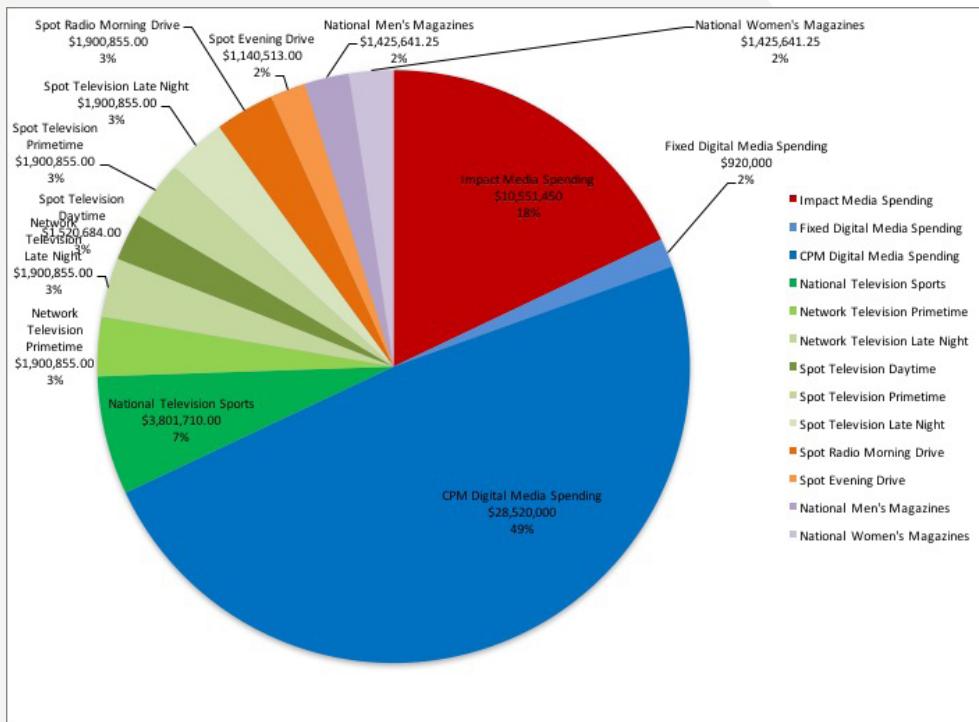
Internet and social media are a large portion of our campaign. Chick-fil-A consumers are 25 percent more likely to use the internet from 7:00 a.m. to 9:00 a.m. and 4:00 p.m. to 11:00 p.m. (15). Keywords and the Chick-fil-A website will run year round, but our pulses of advertising on social media will be before and after work hours.

Budget Allocation



We will allocate parts of our budget to impact, traditional and digital media. Before we do that, we must set aside a \$1 million of our \$60 million budget for contingency.

Television	\$25,851,628
Print	\$2851282.47
Radio	\$3,041,363
Digital, Internet and Soical Media	\$58,880,000
Impact Media	\$10,551,450



Impact Media



Super Bowl

Chick-fil-A consumers are avid professional football fans, they are 23 percent more likely to watch the Super Bowl than the general population (15). Our first campaign pulse will end right at the Super Bowl with one advertisement costing \$2,968,800.

NFL Playoff Games

We will also buy two playoff game advertisements at \$1,144,350 each. This aligns with our first campaign pulse as the NFL Playoffs are in January. Thirty nine percent of Chick-fil-A consumers also watch the NFL regular season, so this will be a great way to reach our target audience (15).

College Bowl Games

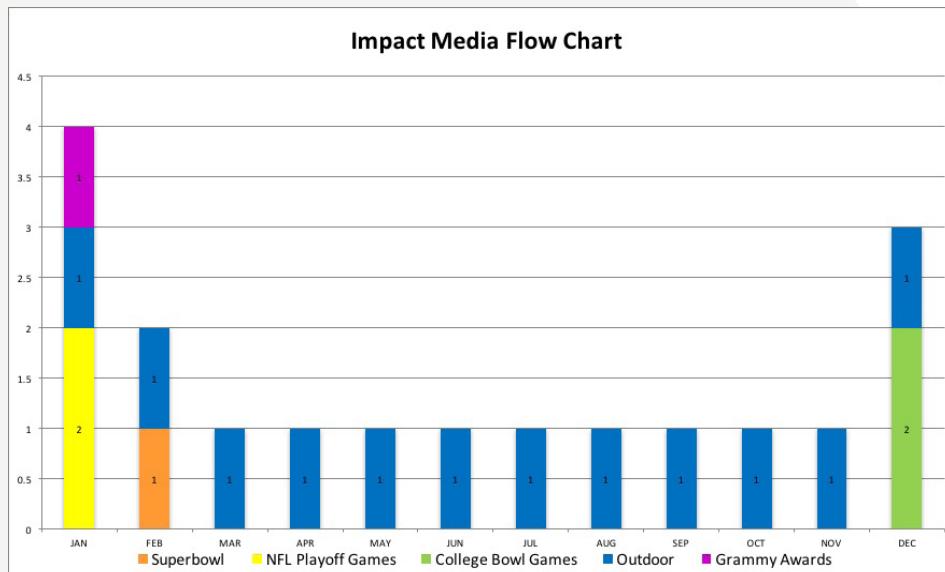
Chick-fil-A consumers are avid college football fans as well. They are 50 percent more likely to watch college football, no matter the channel. We will purchase two advertisements at \$891,850 each.

Grammy Awards

We will place one advertisement during the Grammy Awards, costing \$990,250. Chick-fil-A consumers are 32 percent more likely to watch the Grammy Awards than the general public (15). This advertisement will reach additional target audiences other than football viewers. This also aligns with our main campaign pulse, as the Grammy Awards air in January.

Outdoor

Consumers are less likely to choose Chick-fil-A in the West, Midwest and Northeast (15). We will increase traffic in these locations using billboards advertisements. We will buy 12 months of placement in six spot markets, including Los Angeles, Chicago and Philadelphia. The total cost of this will be \$2,520,000.



Fixed Digital Media



Search Engine Optimization

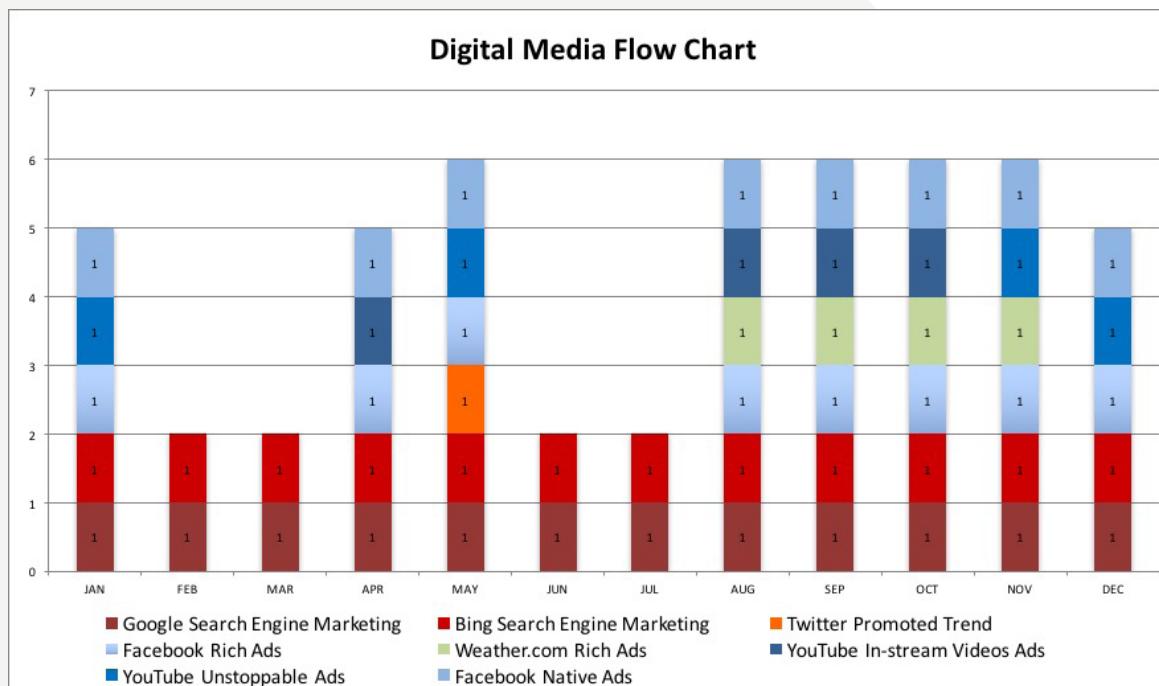
We will use search engine optimization in order to get our website as high as possible on the search allocation and receive more traffic to the Chick-fil-A website. Search Engine Optimization free, therefore we don't need to allocate any of our budget to it.

Search Engine Marketing

It is critical to have an advertising baseline built into our campaign because of our pulsing strategy. To do this, we are purchasing keywords on Google and Bing. We are allocating 12 units for each platform, costing a total of \$720,000. Examples of keywords we would purchase are "Chicken Sandwich," "Fast Food," "Quick Service," "Best Chicken," and "Best Fast Food."

Twitter Promoted Trend

In our second, smaller campaign we allocated \$200,000 for a promoted Twitter trend to target the Chick-fil-A audience on social media. Chick-fil-A consumers are 64 percent more likely than the general public to use Twitter (15). This will align with our #FilaFam promotion on Twitter.



CPM-Based Digital Media

Facebook

Sixty percent of Chick-fil-A consumers use Facebook so we will allocate \$12,160,000 to various Facebook advertisements. We will buy one rich advertisement and one native advertisement to appear on the Facebook app. These advertisements will target mostly young Southern families who are active on social media like Facebook. These advertisements will be placed throughout our two main campaign pulses.

Weather.com

To target Chick-fil-A consumers who don't use social media, we will allocate \$1,960,000 towards rich advertisements on Weather.com. Chick-fil-A consumers are 45 percent more likely than the general public to use Weather.com (15). This makes it a perfect choice to target non-social media using Chick-fil-A consumers in our first campaign pulse.

YouTube

YouTube is another heavily used platform by Chick-fil-A consumers who are 36 percent more likely to use it than the general public (15). We will allocating a combined total of \$14,400,000 on in-stream and unstoppable YouTube video advertisements. The in-stream advertisements will be used at the beginning of the pulses, while the unstoppable advertisements will be used towards the end of the pulses. Rich advertisements are a key tool and critical to have it in our campaign.

Owned Social Media

We will be continuing the Chick-fil-A social media pages on Facebook, Instagram and Twitter, as well as creating a Snapchat account. This is an important medium for public relations and promotional campaigns and it is free to creators and followers.

Traditional Media



Television

Television is the most used traditional media source by our target audience, therefore we will allocate the most money towards TV advertisements. The largest portion will go toward national sports television because over 30 percent of Chick-fil-A consumers also watch the pre or post season NFL (15). Advertisements will air on channels like ESPN and Fox Sports. Many sports games including the NFL and College Football align with our first campaign pulse. In total, we are allocating \$3,801,710 to sports television.

We will also place ads on primetime and late night television. Chick-fil-A consumers are 19 percent more likely than the general public to watch late night television and 16 percent more likely to watch primetime television during the week, therefore allocating \$1,900,855 to primetime and late night.

Spot advertisements will be used during primetime, late night and daytime television on channels like ABC and CBS. To specifically target the south we will allocate \$1,900,855 to that region. Chick-fil-A customers are 16 percent more likely to watch daytime television on Sundays than the general public. Therefore, we will spend \$1,520,684 on spot advertisements during this time on channels.

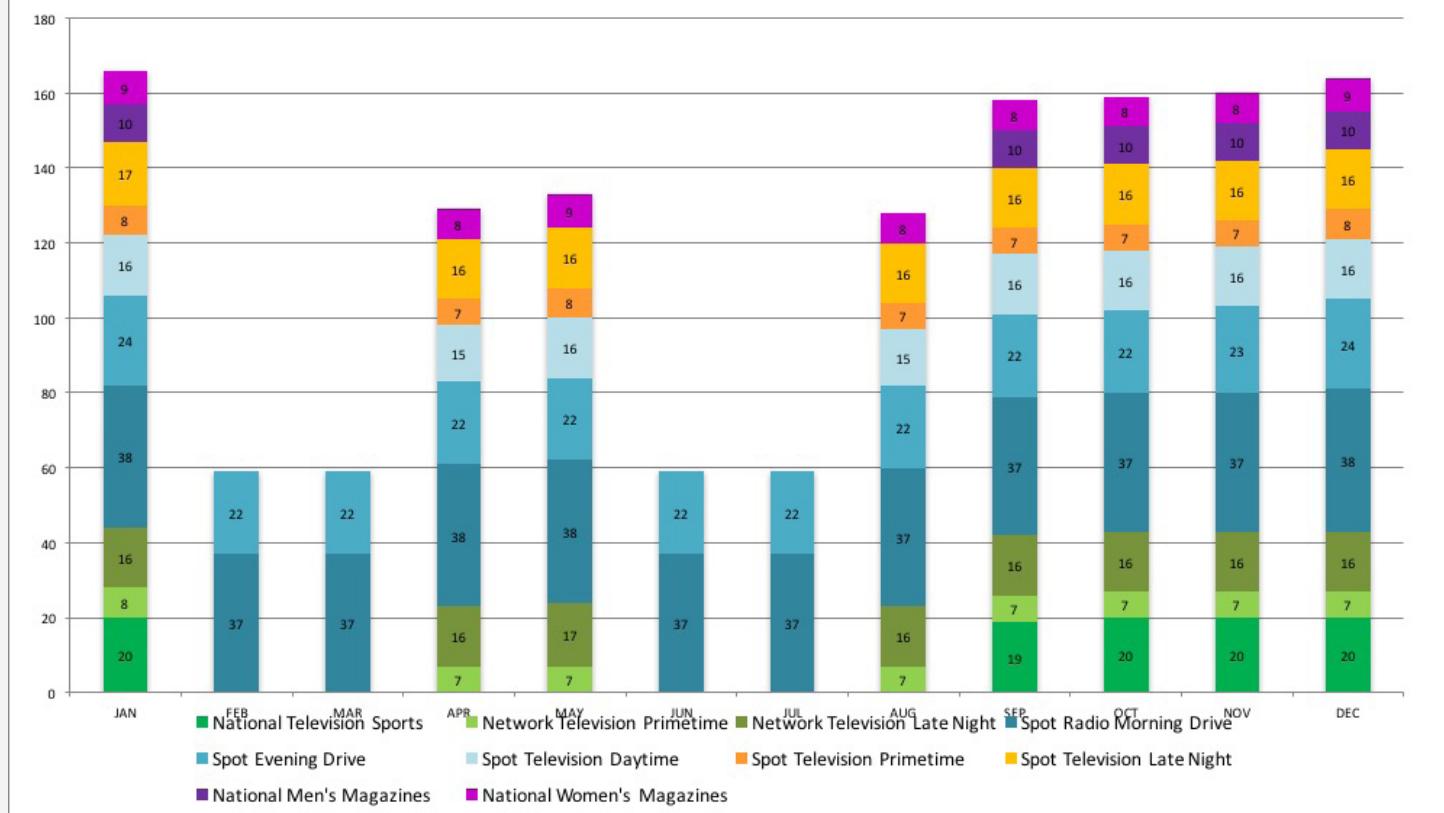
Radio

Sixty four percent of Chick-fil-A consumers listen to the radio during popular drive times (15). We will allocate \$1,900,855 towards the morning drive time ads and \$1,140,513 to the evening drive time ad in the southern region. Chick-fil-A consumers listen the radio year round and therefore our ads will air all year as a part of our baseline campaign

Magazines

We will allocate \$1,425,641 to both men's and women's magazines. To appeal to women we will place advertisements in home services magazines like Better Homes and Gardens and women's health magazines like Glamour. For men we will place ads in sports magazines such as ESPN and Sports Illustrated. Based on our research, magazines such as these will accurately target the Chick-fil-A audience. Advertisements in men's magazines will be placed during the sports season, while advertisements in women's magazines will be placed during both of our campaign pulses.

Traditional Media Flow Chart



PR and Promotions Plan



Stakeholders and Public Opinion



There are a few stakeholders involved in Chick-fil-A and each player has an important and unique role in the success of the brand. Our key stakeholder is our customers. Loyal customers are the most crucial aspect of creating and maintaining a successful business. We are dedicated to making sure that our customers' needs are met and that each customer feels valued and welcomed. The success of Chick-fil-A is based upon the customers, their loyalty, and their opinions.

Chick-fil-A's employees are also influential stakeholders in the company. We work hard to make sure that our employees needs are met by offering many benefits and scholarships. We also give employees Sundays off to spend time with family and worship if they please. Chick-fil-A is a family owned business. The Cathy family has been the primary owner and shareholder of Chick-fil-A since it was founded in 1946. The Cathy family prides themselves on being the only shareholders of the company, saying that they have no plans to go public. (32)

Another stakeholder in the company are the suppliers and distributors of Chick-fil-A's fresh chicken. These include local farmers who work to provide the best quality food while following safety standards. Every year, the Chick-fil-A supply chain team visits their key suppliers and farms. Between visits, the team also performs ongoing inspections to make sure that nothing goes unnoticed. Our suppliers are valued as important to the the success of our company.

Despite our relentless efforts to ensure our customers that we are a community brand, Chick-fil-A still receives backlash from the LGBTQ community regarding the crisis that took place in 2012. Chick-fil-A works hard to maintain our relationships with all customers and has made efforts to expand to more liberal cities in recent years. We hope that our customers will look beyond this controversy to clearly see our commitment to bringing quality food to communities everywhere. (33)

We work hard to accommodate all stakeholders with a variety of beliefs and perspectives, while also staying true to our conservative approach. We hope that our customers will remember that we have the utmost respect for them as we strive to satisfy all kinds of people. We hope that our customers are able to see our beliefs as a positive focus for running a business, rather than our downfall.

Media Tracking and Press Coverage



In order to track as much media coverage as possible and stay ahead of the public, we intend on having our PR team dedicated to media tracking. We will be setting up Google Alerts to make sure that all released information is accurate. We also receive notifications from all social platforms to make sure that we respond to customers in a timely manner. Social media will be used to receive customer feedback, both positive and negative. A majority of news stories regarding Chick-fil-A covers new locations and food and drink options. (34) It is our goal to keep these positive news stories circulating and reach as many customers as possible across the nation. It will always be our mission to respond to the public regarding LGBTQ community concerns. We aim to refocus our customers on our dedication to family and encourage customer to see Chick-fil-A as their "home away from home." It is important to manage the public opinion and track mass media to make sure that we stay transparent and continue to emphasize our positive messages. If there are any issues, we will address them honestly and openly and provide answers to any questions from the public and the media.

The more media coverage we receive, the better our brand image and brand recognition will be. It is vital that Chick-fil-A has a positive, transparent relationship with the media. We will provide press releases to the media in order to attract attention to our events and use various influential media contacts to spread the word about news and promotions. Chick-fil-A plans to use focus groups and ask our customers directly what they want to see from our company in an effort to create higher demand for our product.

Media Contacts



TIME Magazine

Susanna Schrobsdorff

Chief Strategic Partnerships Editor

ABC News

Janet Dailey

VP Communications Entertainment

ESPN

Ben Cafardo

Communications Director

Women's Health Magazine

Jill Waldbieser

Food and Nutrition Editor

Rachel Ray Every Day Magazine

Lauren Iannottii

Editor-in-Chief

Sports Illustrated

Richard Demack

Senior Editor, Chief of Reporters

Homesick Texan

Lisa Fain

Southern Food & Lifestyle Blogger

Scholastic Parent and Child Magazine

Kristen Joerger

Media Contact

Parents Magazine

Jessica Hartshorn

Entertainment Editor

Family Fun Magazine

Julie Banfield

Northwest Director

Rationale

Our goal is to have influential members of the media relay our message and promote our QSR. It is important that Chick-fil-A has a wide range of contacts at a variety of outlets to reach the largest possible audience. We are directing attention towards these 10 outlets because they are either sports-oriented, family-oriented, directed towards new parents or popular among our current customers. We have contacts at ESPN and Sports Illustrated who we will partner with to promote our brand. We anticipate that promoting our brand through these sports-oriented outlets will further generate excitement among our current Chick-fil-A consumers. Additionally, 6 percent of people who said they eat at Chick-fil-A most often read Time magazine, and 61 percent read women's magazine publications (15). We will maintain positive relationships with our contacts at Time Inc. and Women's Health to provoke brand awareness towards our current women consumers. Of the people that eat at Chick-fil-A most often 58 percent watch ABC on prime time TV the most. We believe that ABC News will help us reach a widespread audience and induce popularity and attention towards Chick-fil-A's campaign. Moreover, we plan to foster strong relationships with Parent & Child, Parents and Family Fun magazines because of our new partnerships with daycare centers and elementary schools. We anticipate that these outlets will raise awareness and attention towards our Chick-n for Charity Toy Drive and Chick-fil-A Bus Tour, and further foster a strong brand image for our campaign. We are excited to direct brand awareness towards new parents and young children, and hope to gain brand recognition through our partnerships with these media contacts. Lastly, we are utilizing our contacts at Rachel Ray Everyday and Homesick Texan to reach young mothers who cook for their families. We want to emphasize our campaign's core message that Chick-fil-A is a "home away from home" where families can join together for dinner.

Events and Promotions



Our main objective is to promote Chick-fil-A's brand in a fun and unique manner. Our promotional events will be publicized through social media posts and press releases to maximize our coverage. This will generate conversation and excitement amongst our existing customers, while simultaneously attracting young parents who may not know about Chick-fil-A's family-oriented values.

Chick-fil-A Bus Tour

We plan to kick off our campaign with a Chick-fil-A Bus Tour at the beginning of January 2019. Many Chick-fil-A consumers are avid sports fans and the campaign's major advertisements are airing during the Peach Bowl, Super Bowl and the NFL Playoff Games. We plan to have representatives from our company set up Chick-fil-A tents to sell our chicken sandwich outside of the arenas for two hours before the games to generate excitement and conversation about Chick-fil-A. We will create a tailgate atmosphere and set up outdoor games for our customers. We anticipate that this will build hype for when our major advertisements air and will boost our sales. Many young couples who are planning to have a child and are major sports fans love to eat at Chick-fil-A, so our efforts to promote Chick-fil-A at these football games will reinforce to young couples that Chick-fil-A is a family-oriented restaurant and the perfect place to bring their children in the future. Following the tailgate promotion, the bus tour will continue until April 2019 and will promote Chick-fil-A in southern urban cities, where Chick-fil-A is extremely popular, and western region cities, where Chick-fil-A has major growth potential. The list of cities (in order) will include Atlanta, New Orleans, Houston, Los Angeles, San Francisco and Seattle. We want to bring the bus tour to local parks to attract young parents and families. Similar to the tailgate promotion, Chick-fil-A representatives will set up tents for two hours outside each location and sell our chicken sandwiches. We will create a picnic-style atmosphere and set up arts and crafts stations and relay races for the children. We anticipate that this will show young parents that Chick-fil-A is a family-oriented restaurant and the perfect place to bring their kids for family dinners. Chick-fil-A will also be sharing footage of the Chick-fil-A Bus Tour and Tailgate Promotion on their social media accounts to generate buzz and reach a wide-spread audience. This will also help generate turnout at each stop of the tour. We believe that by bringing Chick-fil-A to major football games and huge metropolitan areas will help our company form more intimate relationships with our customers and spread overall brand awareness.

Placing representatives at the Super Bowl, NFL Playoff Games and College Bowl games targets our consumers. Many young couples who are planning to have a child and are major sports fans love to eat at Chick-fil-A. So our efforts to promote our brand at these football games will reinforce to young couples that Chick-fil-A is a family-oriented restaurant and the perfect place to bring their children in the future (15). It will reinforce the message that these couples will be able to make Chick-fil-A a future traditional spot for their family because it feels like home.

Chick-n for Charity

We will also host a philanthropic campaign event called Chick-n for Charity where we will partner with Toys for Tots, a national philanthropy dedicated to making sure children receive gifts on Christmas. Local managers from every Chick-fil-A location will host a toy drive at their restaurants. We will also be serving free Chick-fil-A lunches for the children and their parents. We will be promoting Chick-n for Charity at Chick-fil-A locations prior to the event in addition to sending out emails with the help of various school districts to remind parents about the toy drive. We believe this campaign will show parents our brand's high-quality food and appreciate our restaurant's family values. Parents will become aware that Chick-fil-A is great place for them to go for family dinner after work. We further anticipate to generate excitement and brand recognition among the children. Children and parents will appreciate our philanthropic efforts and this event is free.

Chick-n for Charity is a great way to involve children in our Chick-fil-A community. We want them to feel like they are a part of our family and feel at home. Parents will see the top-notch service and interior of Chick-fil-A first hand and love feeling right at home.

Rachael Ray Collaboration

One of our major promotional efforts will be our collaboration with Rachael Ray to create the Rachael Ray Chicken Sandwich inspired by Chick-fil-A. Chick-fil-A will be featured on shows such as Good Morning America and Rachael Ray. Good Morning America will feature Rachael Ray and Chick-fil-A's PR spokesperson creating the Rachael Ray Chicken Sandwich. Rachael Ray will show viewers how to make a coleslaw that pairs perfectly with Chick-fil-A chicken. We hope that this will generate buzz about Chick-fil-A and home-cooked style family meal options.

This event emphasizes the high-quality ingredients that Chick-fil-A uses, and through our feature on Good Morning America, we hope to reach a widespread audience of families that watch the show in the morning before school and work. With over 4 million viewers each week, Good Morning America is a great platform on which to advertise Chick-fil-A and we anticipate that this will generate a positivity toward the brand. If Rachael Ray believes that Chick-fil-A tastes like home, we think others will too.

Twitter Contest

Additionally, we plan to run a promotional contest on Twitter in efforts to have customers visit our stores and get them talking about the brand. Contestants will have to visit their local Chick-fil-A and take a selfie with a member(s) of their family and post it to Twitter with the hashtag #FilaFam. The promotion will run for 2 weeks during the month of May to encourage families to go out to eat together during the summer. At the end of the week, we will have a computer system randomly select a winner. The winner and his/her family will receive free Chick-fil-A until August.

The Twitter contest will incentivize millennials and young parents to bring their families into Chick-fil-A and enjoy a family meal together. This supports our core message that Chick-fil-A is an ideal place for families to spend time together because we are inviting them to come into our restaurant. Chick-fil-A has 917,000 Twitter followers, so we anticipate that this contest will reach our widespread audience and that many young parents will participate in this contest.



NinaSweanson
@NinaSweanson

Spending some quality time with the family tonight, starting with dinner time @chick-fil-a! #FilaFam



Chick-fil-A, Inc.  @ChickfilA · 4d

Excited for football season to start? We are too! Get ready to tailgate with Chick-fil-A! #touchdown



31 403 1,684

 Promoted

Budget



Bus Tour and Tailgate Events \$300,000

Rachael Ray collaboration and Feature on GMA \$150,000

Twitter Promotion \$200,000

Chick-n for Charity \$0

Media Kit



Contacts:

Perri Sheftel: psheftel@wisc.edu

(516)-984-8257

Marissa Fishkin: mfishkin@wisc.edu

(516)-521-2931



Backgrounder

Chick-fil-A was founded in 1946 by Truett Cathy and is a family-owned quick service restaurant chain based in Atlanta, Georgia. The chain is known for their focus on family and their conservative religious beliefs. The chain is closed on Sundays to set aside time for employees to rest and worship if they choose, as Sundays are meant for getting out and spending time with family and friends. Chick-fil-A credits a lot of its success to its stable management team and compassionate, friendly employees. Chick-fil-A's main demographic is between the ages of 18 and 24. The brand faced major public turmoil in 2012 when the chain's CEO, Dan Cathy, spoke out against gay marriage—there were stakeholders on both sides of the controversy who were infuriated about the outcome of the situation. Chick-fil-A's main objective is to provide excellent food and service to customers, employees and the community. (33)

Chick-fil-A Inc. Company Fact Sheet

COMPANY DESCRIPTION:

Chick-fil-A is a family owned, privately owned quick service restaurant known for their famous chicken sandwich. The chain was founded in 1946 by Truett Cathy and continues to place emphasis on family and community values. Built on high-quality product and service, the Chick-fil-A brand follows three standards: Operational excellence, second-mile service and emotional connection. Chick-fil-A ranked #1 in the U.S. for highest average sales per unit in 2016 when compared with competitors.

CORPORATE PURPOSE:

"To glorify God by being a faithful steward of all that is entrusted to us. To have a positive influence on all who come in contact with Chick-fil-A."

MENU:

The most popular items on the Chick-fil-A menu have consistently been the waffle fries, classic chicken sandwich and variety of drinks.

They have introduced healthy options like the superfood side and grilled chicken sandwich to appeal to a wide customer base.

SPONSORSHIPS:

Chick-fil-A has established partnership with several bowl games, the Chick-fil-A Peach Bowl, the Chick-fil-A Peach Bowl Challenge, College Football Hall of Fame and Chick-fil-A Fan Experience, and the Chick-fil-A Kickoff Game. The Chick-fil-A Peach Bowl is the 9th longest running bowl in the U.S., and Chick-fil-A has been its title sponsor since 1996.

CHARITIES/SCHOLARSHIPS:

The Chick-fil-A Peach Bowl has made a strong commitment to helping Atlanta students further their secondary education with the Bowl's Endowed Scholarship Program, operating since 2007. In 2011, the program was expanded to include schools that compete for the \$630,000 scholarship. The Chick-fil-A Peach Bowl Endowed Scholarship program currently operates scholarships at 29 universities with scholarship assets totaling more than \$5.2 million.

The Chick-fil-A foundation has partnered with 193 organizations and brands nationwide, for example, Atlanta Mission, which helps provide food and shelter for homeless men, women, and children.

EXECUTIVE COMMITTEE/BOARD OF DIRECTORS:

Tim Tassopoulos, President, Chief Operating Officer

Jon Bridges, Senior Vice President, Chief Marketing Officer

Brent Ragsdale, Senior Vice President, Chief Financial Officer

Lynn Chastain, Senior Vice President and General Council

Andrew Cathy, Senior Vice President and Chief People Officer

Cliff Robinson, Senior Vice President of Operations

Dan T. Cathy, Chairman, CEO



PRESS RELEASE

Issued by: Chick-fil-A
Contact: Perri Sheftel
(800) 404-7196; cfapressroom@chick-fil-a.com

FOR IMMEDIATE RELEASE: December 1, 2018

Chick-fil-A to Host Chick-n for Charity, Pairing With Toys for Tots This Holiday Season

ATLANTA— This winter Chick-fil-A is partnering with Toys for Tots to start a philanthropy event called Chick-n for Charity. The catered toy drive will take place at Chick-fil-A restaurants across the nation and will be hosted by local Chick-fil-A managers in the two-week span between December 10th and 21st.

Chick-n for Charity aims to collect toys for children whose parents cannot afford to buy them Christmas presents, while also rewarding those who donate toys with free Chick-fil-A chicken sandwiches, chicken nuggets and french fries. Parents are encouraged to drop off toys with their children and then enjoy a delicious Chick-fil-A lunch.

Toys for Tots is a national philanthropy program run by the United States Marine Corps Reserve which distributes toys to children whose parents cannot afford to buy them gifts for Christmas.

"We are excited to announce our partnership with Toys for Tots and hope that families across the country will come join us for a good cause with good food this holiday season," said CEO Dan Cathy.

The restaurant provides high-quality food for customers and hopes that Chick-fil-A will be recognized as a great alternative to home-cooked meals. Chick-fil-A is looking forward to engage families to donate and then sit down to enjoy a family meal.

Chick-fil-A is family owned business that is dedicated to family values and is proud to be your Home Away From Home.

A complete listing of locations participating in Chick-n for Charity and other important details can be found at www.chick-fil-a.com/chicknforcharity/locations.

###



PRESS RELEASE

October 1, 2018

Issued by: Chick-Fil-A

Contact: Marissa Fishkin, (800) 404 – 7196 or marissafishkin@chickfila.com

FOR IMMEDIATE RELEASE

Chick-fil-A is Traveling Across the Nation, Bus Style

ATLANTA – ATLANTA – Chick-fil-A is kicking off the Chick-fil-A Bus Tour on December 2nd, 2018, to promote and sell our all-natural chicken sandwich at major football games and metropolitan areas

The Chick-fil-A Bus Tour will make its first appearances at the Peach Bowl, NFL Playoff Game and the Super Bowl. Company representatives will run Chick-fil-A tents outside of the arena for two hours before the game. Football fans will be able to try our brand new sandwich, and participate in our tailgate-inspired bean bag games and beer competitions.

“The atmosphere at football games aligns with our company’s family-oriented and community values. Everyone comes together, and we want Chick-fil-A to be a part of that,” CEO Dan Cathy said.

Chick-fil-A has been working hard to pair with local farmers to provide us with high-quality, all natural chicken breast. We are thrilled to feature our chicken sandwich during our national bus tour, and Chick-fil-A is proud to offer our customers top-notch chicken.

The Chick-fil-A Bus Tour will continue into the spring and stop in Atlanta, New Orleans, Houston, Los Angeles, San Francisco and Seattle. Chick-fil-A representatives will pitch picnic-style tents at local parks on the weekends. Besides offering our food, we will set up arts and crafts stations and relay races for kids.

Jon Bridges, Chick-fil-A’s Senior Vice President and Chief Marketing Officer, will be running the bus tour. “We are thrilled to bring Chick-fil-A directly to our customers, and we hope our customers are just as excited to join us on this journey,” Bridges said.

Chick-fil-A is a family-owned business that is dedicated to bringing families closer together. We are honored to be our customers home away from home. A complete listing of The Chick-fil-A Bus Tour dates is available at www.chick-fil-a.com/bustour. All further details will be released at a later time.

###

Appendix



1. <https://www.chick-fil-a.com/About/History>
2. <http://206.128.152.158/Company/Highlights-Fact-Sheets>
3. <https://www.chick-fil-a.com/Remarkable-Futures-Scholarships>
4. <http://www.businessinsider.com/chick-fil-a-reinvents-itself-liberal-conservative-2017-5>
5. <http://206.128.152.158/Company/Responsibility-Giving-CFA-Foundation>
6. <https://www.chick-fil-afoundation.org/partnerships>
7. <https://www.chick-fil-a.com/About/Who-We-Are>
8. <https://www.chick-fil-afoundation.org/partnerships>
9. Mintel Report
10. IBS World
11. <https://www.cnbc.com/2016/06/15/how-chick-fil-a-went-from-cult-favorite-to-fast-food-behemoth.html>
12. https://en.wikipedia.org/wiki/McDonald%27s_advertising
13. <https://www.kfc.com/about>
14. <https://www.cnbc.com/2016/06/15/how-chick-fil-a-went-from-cult-favorite-to-fast-food-behemoth.html>
15. Simmons OneView Data, March 8th, 2018
16. <https://www.chick-fil-a.com/About/Who-We-Are>
17. <https://www.qsrmagazine.com/reports/qsr50-2013-top-50-chart>
18. <https://www.forbes.com/sites/kevinkruse/2015/12/08/how-chick-fil-a-created-a-culture-that-lasts>
19. <https://thechickenwire.chick-fil-a.com/Food/Think-You-Know-Chick-fil-As-Most-Popular-Menu-Items>
20. <http://adage.com/article/cmo-strategy/chick-fil-a-drops-richards-group-after-22-years/305057/>
21. <https://thechickenwire.chick-fil-a.com/Inside-Chick-fil-A/20-Years-of-Cows>
22. <https://www.chick-fil-a.com/Cow-Appreciation-Day>
23. <http://www.businessinsider.com/free-chick-fil-a-cow-appreciation-day-2017-7>
24. <https://www.inc.com/erik-sherman/chick-fil-as-free-breakfast-promo-tries-to-catch-u.html>
25. <http://www.businessinsider.com/chick-fil-a-reinvents-itself-liberal-conservative-2017-5>
26. Qualtrics Primary Survey, April 20th, 2018
27. <https://thechickenwire.chick-fil-a.com/Food/Think-You-Know-Chick-fil-As-Most-Popular-Menu-Items>
28. <https://www.forbes.com/sites/kevinkruse/2015/12/08/how-chick-fil-a-created-a-culture-that-lasts>
29. <https://www.qsrmagazine.com/reports/qsr50-2013-top-50-chart>
30. <https://www.qsrmagazine.com/growth/seasoned-professionals>
31. <http://blog.envyvision.com/restaurant/take-a-closer-look-at-seasonality-in-food-sales>
32. <http://www.businessinsider.com/chick-fil-a-will-never-go-public-2016-1>
33. <http://www.businessinsider.com/chick-fil-a-reinvents-itself-liberal-conservative-2017-5>
34. <http://www-lexisnexis-com.ezproxy.library.wisc.edu/hottopics/lnacademic/>