Family Matters Campaign

Chick-fil-A
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Executive Summary

Chick-Fil-A started in 1946, when Truett Cathy opened the first one in Hapeville Georgia. He invented Chick-Fil-A’s boneless chicken breast sandwich. Since then, Chick-Fil-A has grown to become the largest quick-service chicken restaurant in the United States based on domestic annual sales. Chick-Fil-A is still privately held and family-owned.

“For the past 66 years, we have built a foundation-al commitment to service - service to our customers, service to our franchise restaurant operations and their team members and service to our communities. This begins in the restaurant - one customer at a time.”

- by Truett Cathy

Chick-Fil-A believes in treating every person who comes through their doors with honor, integrity and respect. This company does an emaculate job on showing people they care, and by providing a place where families can come and enjoy sitting down with the people they love. Our campaign wants to reach out to the local community of Beaumont to help show our people that family matters to Chick-Fil-A. We want to bring awareness to how caring Chick-Fil-A is with the community and what they do to make our families feel important.
SWOT Analysis

Strengths
- Great customer service
- Very well-known
- Multiple locations
- Established credibility

Weaknesses
- Closed on Sundays
- More expensive
- South-east concentrated
- Restaurants in residential areas
- Smaller menus
- No value menu offered

Opportunities
- Family bonding
- The importance of family meal time
- Healthier options
- “Family Matters” will expand customer base because the restaurants will offer something other quick-service chains don’t.
- Expand advertising options

Threats
- Chick-Fil-A is in competition with other restaurants that are cheaper
Chick-Fil-A is a private company that has out-performed many of its competitors. In 2013, it was the ninth largest chain by U.S. system-wide sales, coming in with $5.05 billion in sales. They became number one in the chicken business. From January to October 2014, Chick-Fil-A spent almost $30 million on media advertising vs. KFC who spent almost $284 million.

“The chicken chain spends $27 million a year on advertising media compared to about $1 billion from McDonald’s. Despite a smaller advertising budget, Chick-Fil-A brings in $3 million average annual volume per restaurant compared to McDonald’s $2.35 million. This is like a David and Goliath-type of situation, we are going out to slay the big guys.”

- Bradford S.
Problem Statement

- Some families are not “traditional families” and they may not feel comfortable coming to Family Nights at Chick-Fil-A due to their religious beliefs.
- Families may not want to eat at a fast food restaurant for dinner.
- Can be more expensive than non-fast food Restaurants.

Opportunities

- Family bonding
- The importance of family meal time
- Healthier options
- “Family Matters” will expand customer base because the restaurants will offer something other quick-service chains don’t.
- Expand advertising options.
Marketing Objectives

- Six month campaign
- Reach out to students at Lamar University as well as the surrounding Beaumont Texas area.
- Use social media, University Press, and other traditional forms [newspaper, flyers, mass emails] to promote “Family Matters”
- Establish a lasting connection between Chick-Fil-A and the families in Beaumont
- Create a program that sets Chick-Fil-A apart from other fast food chains
- Promote family strengthening and family bonding
# Budget

## 6 Month Campaign Budget

<table>
<thead>
<tr>
<th>Category</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>Social Media</td>
<td>$0</td>
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<tr>
<td>Billboards</td>
<td>$3,600 3 billboards/month</td>
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<tr>
<td>Graphic Design</td>
<td>$1,200</td>
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<td>Scholarships</td>
<td>$1,050, semester</td>
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<td>Flyers</td>
<td>$900 once a month</td>
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<td>TV ads</td>
<td>$48,000 2x a week for entire campaign</td>
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<tr>
<td>Radio Ads</td>
<td>$10,000 2x a week for entire campaign</td>
</tr>
<tr>
<td>Promotional Giveaways</td>
<td>$12,000 once a month for entire campaign</td>
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</table>

**Total for campaign: $76,750**
Marketing Strategies

Holiday Examples

Valentines Day
- Decorate the counter and front area with valentines decorations
- Free candy for kids
- BOGO sales
- Team members wear pink or red
- Pink food coloring for icecream

St. Patricks Day
- St. Patrick’s Day decorations
- Spinning wheel with coupons
- Green food coloring for icecream
- Bring out the cow in festive green attire
- Green accessories for employees
- Pot-Of-Gold giveaway--buy a large drink/milkshake and receive a free medium waffle fry
- “It’s your lucky day giveaway” --shamrock stickers on the cups

Regular Day Strategies
- Samples
- Spirit Nights
- Dress the cow
- 100th customer giveaway
- Birthday parties with Build-A-Bear
- Daddy/daughter date night
- Mommy and me breakfast
- Dress the cow contest
Advertising Creative and Media

Target Audience
Families, local community, and college students

Strategy
Ads through mass emails, TV ads, radio ads, flyers, social media, and the University Press

Support
Game sponsoring: highschool, college and Little League games

Tone
Friendly, fast paced, family-oriented, caring, welcoming

Seasonal
Different flavors for different times of the years. Example: pumpkin, peach etc
<table>
<thead>
<tr>
<th>Kids Playing</th>
<th>They get hungry, Tell their parents</th>
<th>Parents decide to go eat</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family bonding while eating</td>
<td>Family is happier when they leave</td>
<td></td>
</tr>
</tbody>
</table>
Sales Promotion

Social Media & More

Twitter
We will run hashtags that say #eathealthy that advertise our healthier choices, #FamilyMatters for our family fun days, #GiveBack for when we help our community.

Facebook
We will run a business profile that would advertise coupons, our family fun days, community service events and post pictures.

Instagram
Our Instagram page will also promote our hashtags and pictures of all our events and flyers.

Pinterest
Our Pinterest page will have recipes and DIY projects for kids and their families.

Coupons
Coupons are an active way to get our customers in the door and interested in the products and services we have to offer.
Evaluation

Some evaluation that could be done to help us see how well this will work would be:

1. A sign-in sheet that families could sign during family nights

2. At the end of our campaign total the amount of people that followed and liked our social media accounts

3. Collect the monthly sales on family nights to see if the sales have increased

4. A 5-star rating survey to see what people thought of our campaign

5. A progress report from the company itself

6. Observe the comments on our social media accounts

7. Take their comments into consideration regarding our campaign