



TESTIMONIAL

Chick-Fil-A Luvz Outdoor for Selling Mor Chikin



THE PROBLEM:

Chick-fil-A is battling for a strong position in the fierce fast food restaurant industry. Their competitors are much larger and spend ten-times as much on advertising. Flat pricing and rapid store growth have held industry average sales increases to under two percent for several years. Chick-fil-A's attraction is not price or convenience, but the taste of its chicken sandwiches- a "healthier" alternative to hamburgers. Faced with these "David vs. Goliath" odds, Chick-fil-A gave its advertising agency, The Richards Group, a tough assignment- develop an integrated advertising and marketing campaign that clearly positions Chick-fil-A as a preferred alternative in the burger-dominated fast food marketplace.

THE PLAN:

Without increasing its budget, Chick-fil-A wanted its marketing efforts to:

- Increase sales double that of the industry average
- Increase total ad awareness by 10%
- Increase the loyal customer base from 23% to 30%
- Generate \$300,000 worth of free publicity

In order to efficiently reach the adult, professional and mobile target audience, the media strategy emphasized outdoor and radio. The budget included 70% outdoor, 25% radio and 5% print.

A rotary bulletin program was used as the base medium to maximize reach and frequency. The creative strategy positioned Chick-fil-A as an alternative to hamburgers. The "Eat Mor Chikin" campaign focused on a single-minded strategy featuring memorable creative that engages the viewer and generates strong word of mouth.

THE RESULTS:

The campaign succeeded beyond all expectations. Every marketing goal that was set for The Richards Group was hit and surpassed.

During the campaign, same store sales were up 6.31%, which is well over the 1.0% industry average. Even more importantly, their rate of growth was three times greater than the rate Chick-fil-A stores had experienced immediately prior to the campaign. Their pre-campaign same store sales were 1.67%, while it grew to 6.31% during the campaign!

Also, consumers loved the campaign and purchased over \$500,000 worth of "Eat Mor Chikin" themed merchandise.



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