



**Sending CARE to Others**



SENDING  TO OTHERS

# ABOUT



Chick-fil-A (CFA) is a fast casual restaurant chain that first opened in 1946 under Truett Cathy as the “Dwarf Grill”. After his initial success, Cathy opened the first Chick-fil-A in 1967. The modern quick-service restaurant chain specializes in chicken sandwiches and offers locations in 47 states. Chick-fil-A is known for its stellar customer service, limited but tasty menu, and Christian values. The Chick-

fil-A brand is as distinct as its famous chicken sandwich. No matter which location you visit, there is an assumption that you will be met with quick service, hospitality, and “my pleasures”.

Chick-fil-A focuses on its family-friendly, customer-focused experience. According to Business Insider, CFA’s growth has been so successful because of its cautious and controlled growth. Competition to become a franchise operator is rigorous with a multi-week training process. Operators must commit to having a hands-on approach to management. It is vital that operators treat customers and employees with care, and it’s rare for operators to own more than one franchise, which is why our client, Shane Todd’s, situation is so unique.



The Chick-fil-A One app is an integral part of this experience. Chick-fil-A initially launched the app in 2013. The mobile app allows customers to order, find nearby restaurants,

and place mobile orders ahead of time. These orders can be picked up at the store or in the drive-thru, and some locations will even bring it out to your car. Select CFA locations began allowing delivery through the mobile app, which is cheaper than through third party delivery apps. The mobile app offers a fully-customizable menu which suggests options based on user history. Additionally, the app offers an excellent rewards program where customers can receive points that are redeemable for free items or discounts. In order to receive the offer, customers must scan the QR code in the CFA app or pay with a CFA One gift card.



# OUR CLIENT



Shane Todd is the owner and operator of the Beechwood, Downtown Athens, and Barnett Shoals Chick-fil-A restaurants as well as a consultant for the on-campus Chick-fil-A at Tate Student Center. Todd is the creator of the famous Chick-fil-A milkshake. With his focus on improving the customer experience, he decided to experiment with creating Chick-fil-A's first ever milkshake after customers repeatedly kept asking for one. According to Todd, his goal is to look for ways to say "yes" to customers. Todd is currently focused on looking for new ways to innovate Chick-fil-A delivery through the mobile app.

## MISSION STATEMENT

"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."

"From the beginning, Truett based his business on biblical principles that he believed were also good business principles, and since 1982, our corporate purpose has guided all that we do. We keep our purpose front and center because it helps us to steward our business and our work to positively influence everyone we meet. To live out our purpose and honor Truett's legacy, we are focusing on creating a culture of care, both at the Support Center and in our restaurants."

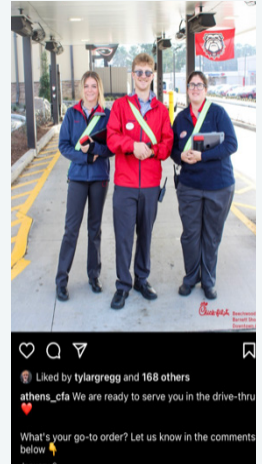




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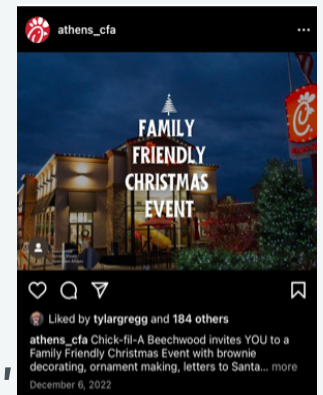
# BRAND COMMUNICATION

Chick-fil-A's brand is known for its friendliness and emphasis on customer service. The brand leans more family-friendly, especially at the Athens Chick-fil-As. It has always been a christian-affiliated brand, although, in recent years, it seems like it has shifted to downplay this affiliation. This quote from Truett Cathy emphasizes these ideals. He said, "We should be about more than just selling chicken. We should be a part of our customers' lives and the communities in which we serve." Chick-fil-A used to advertise extensively with their iconic talking cows, but the brand has become less cow-centric in recent years.



On social media, the Chick-fil-A brand voice is friendly, family-oriented, and somewhat formal. Chick-fil-A doesn't adopt the casual communication strategies that other fast casual brands have been using like Wendy's or Arby's. The visual content focuses on the Chick-fil-A logo, menu items, and occasionally UGA promotions. Chick-fil-A rarely uses Twitter to communicate with followers and seems more active on local and

corporate Instagram accounts. The corporate Chick-fil-A Instagram account is even more polished, and it tends to recognize important American holidays like Veterans Day and Martin Luther King Day. The Instagram account focuses on Chick-fil-A's efforts to make a positive impact on the communities they serve.



# OUR GOAL

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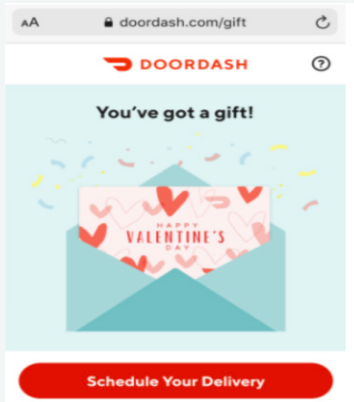
The goal of this project is to create a “Send Care to others” feature on the Chick-fil-A mobile app that allows users to send friends and family a Chick-fil-A meal as well as a personalized, handwritten note and other CFA swag. We plan to implement a feature to alert the recipient through text, allow them to schedule the CFA delivery, and add a personalized note. Additionally, users will receive reward points or discounts for sending Care to friends.

To accompany the new feature, we would like to create pre-made boxes for different occasions, such as a birthday, valentine’s day, or just because. The boxes can quickly be prepared with pre-selected items, and the customer can select a card and create a personalized message that will be handwritten by a Chick-fil-A employee. The pre-made box option will contain more items, but it won’t be customizable, whereas the standard option can be customized with food items of the buyer’s choice but isn’t as decorated or involved.

We will develop a campaign to promote Sending Care to others through the Chick-fil-A mobile app gifting feature. The campaign will include promotional materials for social media, visual packages, activation ideas, and seasonal promotions. We will stay consistent with Chick-fil-A’s branding strategy, mission, and values in each asset we create.

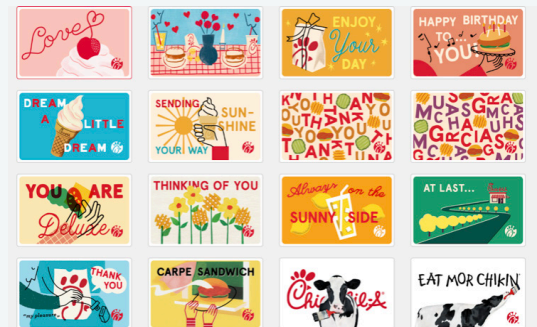


# OUR INSPIRATION



After initial research led us to discover that no other fast-casual restaurant has implemented a feature like this before, we focused on third-party delivery apps that have created similar products. In 2020, DoorDash launched a similar gifting feature. The feature allows users to send and receive personalized gifts. Users can add personalized messages, schedule the delivery, and track the order. DoorDash allows users to send an array of different items as gifts, including baked goods, flowers, groceries, beauty products, etc. The key message surrounding the launch emphasized spreading love to friends and family by giving the gift of food for every occasion. Serving as our main source of inspiration, we will build on some of DoorDash's features like recipient's having the ability to schedule and track the delivery.

We also sparked inspiration from personalized e-gift cards. Starbucks has a great selection of e-gift cards for every occasion. Chick-fil-A already has some great e-gift cards we could expand upon as well. The gift cards are well-designed and do a great job of incorporating Chick-fil-A menu items or the brand in some way.



As for promotional campaigns, we were inspired by the spreading smiles 'one bouquet at a time' promotion. The campaign involved a local community in Salt Lake City and Fort Worth to encourage people to spread love and care through Chick-fil-A's brand. The motivation is to inspire people to share a little kindness.



We also drew inspiration from #thelittlethings campaign, which celebrated Chick-fil-A's dedication to serving its community and customers. On social media, CFA posted 30-second videos in which people shared encouraging, inspiring, and heartwarming stories of caring for one another. The brand also promoted user-generated content throughout the campaign.

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# SOURCES

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