

CORE

CREATIVE

A New Frontier

11/29/23

x



MEET OUR TEAM



KEVIN



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AVERY



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PURPOSE

**Differentiate Raising Cane's in the ongoing
“Chicken Wars” through fresh branding,
innovate collaborations, and a dense social
strategy.**



OUR AGENDA

01

Research

Let's get into it

02

Strategy

Here's what we're thinking...

03

Creative

Take a look

04

Media

Here's the plan.

01

Research

Let's get into it



SWOT ANALYSIS: STRENGTHS

A highly competitive product

- High quality and fresh food that is never frozen

Offers a limited menu with simple options

- Quality over quantity approach

Extreme popularity among college students

- Collaborations with universities to have a location on campus

Strong celebrity endorsements and collaborations

- Post Malone x Dallas Cowboys, CMA's Jelly Roll and Laini Wilson After Party , and Texas Rangers

Strong connections to philanthropic ideals and communities

- Nonprofits include Lemonade Day, Kidd's Kids, supporting education, etc.



SWOT ANALYSIS: WEAKNESSES

A lack of location diversity among the United States

- Only 37/50 states have locations; many only have a few locations

Recently established in 1996 as compared to competitors

- Had to focus on building their brand rather than expanding

Heavy dependence on key ingredients

- Only offering a few menu items makes it more difficult to operate during a food product recall

A lack of fast food convenience

- Many locations do not have a drive through and rather focus on the dine-in experience
- Not particularly popular among fast-food consumers

Not a great selection of healthy foods



SWOT ANALYSIS: OPPORTUNITIES



Increase of frequency in consumption of fast food in America

- $\frac{1}{3}$ of Americans eat fast food daily

Competitive businesses are going bankrupt

- Burger King filed for bankruptcy and is closing several locations

Increased popularity of food delivery apps

- Online restaurant ordering now accounts for about 40% of total restaurant sales, making just over \$22.4 billion in 2021
- Online restaurant ordering has grown 300% faster than dine-in sales since 2014



SWOT ANALYSIS: THREATS

Americans have more desire to eat healthier foods

- Canes' limited menu does not give customers the choice of eating healthy

Cost of food ingredients and operations have increased

- Causes Raising Canes to pay more while keeping the same income

Many competitors selling the same products as Raising Canes

Americans are becoming more environmentally conscious

- Fast food places use about 19% of US energy per year



02

Strategy

Here's what we're thinking...



THE CHALLENGE



“Chicken Wars”

The fast food industry has gotten **boring** over recent history. Raising Cane's needs to **stand out** among its competitors as a restaurant chain that **elevates** the monotonous day-to-day. By focusing on **brand differentiation** and gaining attention of **key demographics**, Cane's can come out as the victor of the “Chicken Wars”.

OBJECTIVES

to increase...



brand recognition in
consumers aged 16-34 by 30%
by the end of the year.



same-store sales by 15%
within the next year through
targeted marketing campaigns.



brand presence/visibility on
social media by 30% in 6
months.

TARGET AUDIENCE

DEMOGRAPHICS

- AGES 16 - 34
- YOUNG MILLENIALS AND GEN Z
- COLLEGE STUDENTS

BEHAVIORS

- SPORTS FANS
- CHICKEN LOVERS
- FAST FOOD CONSUMERS

PSYCHOGRAPHICS

- CONSUMERS WHO VALUE COMMUNITY

GEOGRAPHICS

- U.S.
 - REGIONS WITH ESTABLISHED CANE'S LOCATIONS
 - South
 - Midwest

Target Persona

Joe C.

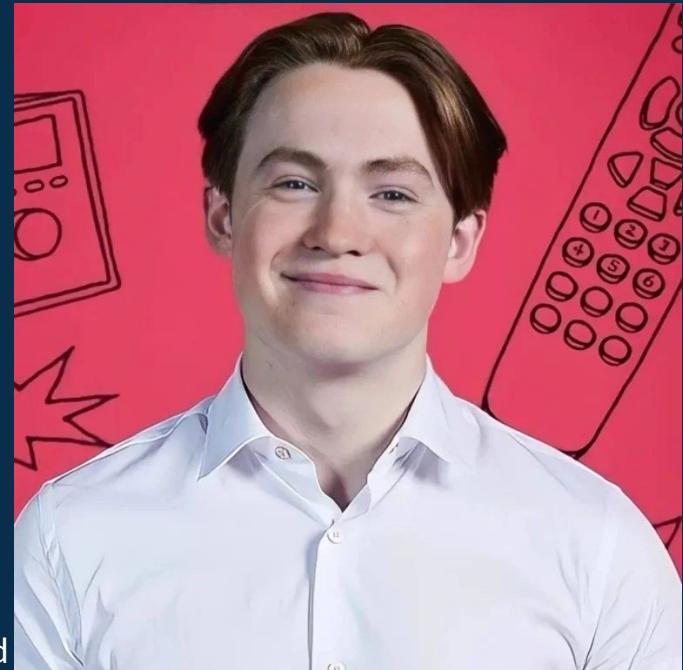
Age: 21

Major: Business Ethics

Location: Austin, TX

Character: Extroverted; Intelligent; Passionate

Joe is a junior at the University of Texas at Austin where he studies Business Ethics. Joe plays D1 lacrosse at UT and enjoys spending quality time with his teammates through mealtimes between practices and classes. He loves the gratification of a “work hard, play hard” lifestyle and is strong in both categories. Joe also believes that giving back to less fortunate members of society is necessary to the overall advancement of community and volunteers at a local homeless shelter every weekend for a few hours. Just like any other college student, Joe loves to have fun and is always excited to go out with his buds; his favorite UT tradition is enjoying the homecoming game!



Key Message



elevates and enriches the excitement of
sporting events.

REASONS TO BELIEVE

The brand brings together a loyal community of consumers



Stores have an inviting, welcoming environment

Heavy focus on quality of product



TONE

GET HYPE

THRILLING

FRESH

UPBEAT



03

Creative

Take a look!

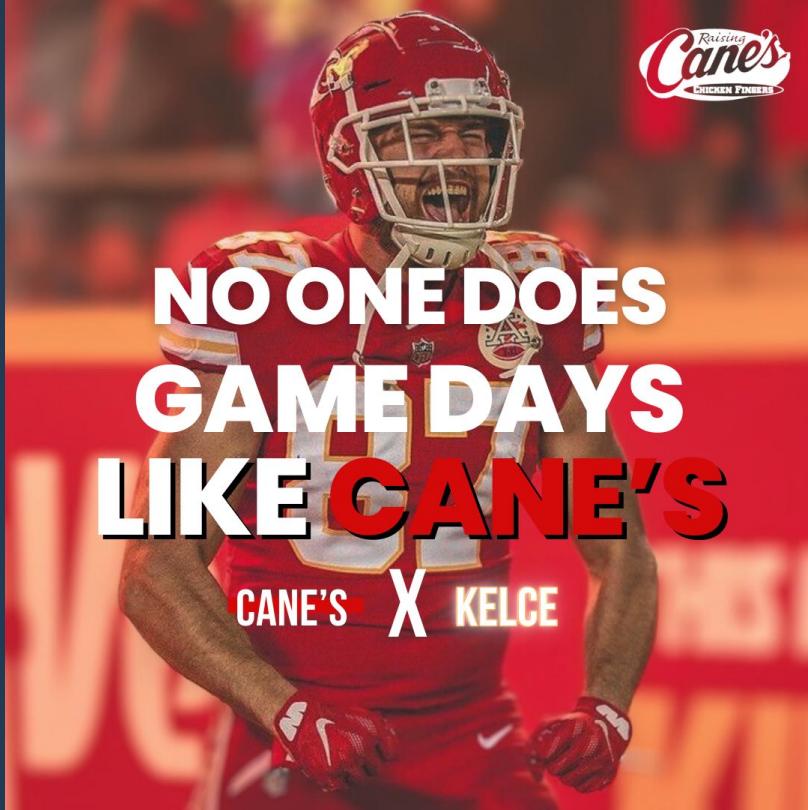




Raising
Cane's
CHICKEN FINGERS

no one does game days like Cane's





Idea Description

The “**Chicken Wars**” is a long standing competition that won’t be letting up any time soon. With the current industry being saturated with strong competition, **Raising Cane’s needs to differentiate itself.**

One thing is for certain—no one does game days like Cane’s. **Travis Kelce’s influence** among the niche intersection of the sports industry and mainstream popular culture will benefit Cane’s sports-centric mission greatly.

The **Cane’s X Kelce** campaign will appeal to young, lively sports fans through epic commercial advertisements, exclusive merchandise, and interactive digital platforms. It’s time to show the world **what makes Raising Cane’s the victor of the Chicken Wars.** Cane’s X Kelce will do it with ease.



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COMMERCIAL STORYBOARD

CANES X KELCE | SLIDE 1

SUPERBOWL



We begin with a wide shot of a bustling stadium as a sports reporter sets the scene... The Chiefs are behind by a single point and there's a minute left on the clock- the air tense.

COOL NIGHT DRIVE



A few shots of the car speeding in the city at night passing by "normal" post-game hangout spots (e.g. bars, clubs, etc.)

KELCE'S WIN



Travis Kelce makes a touchdown and the crowd goes wild. Confetti blows into the sky as the team gathers into one clump. Energy is high as Kelce holds the trophy!

POWER ENTRANCE



The couple walk in powerful strides into a deserted Raising Cane's. Someone spots the two and shares it via socials.

A SWFIT ARRIVAL



A cherry red sports car speeds onto the field. Taylor Swift has arrived. "We have plans." she delivers in a cool manner. Travis hops in the car and it speeds off.

...READY FOR IT?



Taylor heads to a jukebox and turns on her song "...Ready For It?"- the theme for the rest of the ad. The lights immediately turn red.

KELCE AND CANE'S



Kelce is at the counter ordering for the two. "You know what I'm here for," he coolly says to the cashier.

CANE'S CHICKEN



Filler shots such as baskets of Cane's famous tenders being passed around are featured.

CROWDING



All of a sudden, young fans pour into the Raising Cane's. It becomes instantly lively with laughs, chatter, and food.

GAME DAYS AT CANES



Back to a shot of the lively scene at Raising Cane's.

TEA TIME!



Filler shots such as glasses of sweet tea clinking are featured.

IT'S A BIG DEAL



Hard cut to a news reporter- Amelia of Chicken Shop Date fame- explaining the scene. Taylor Swift's "seemingly ranch" gets an honorable mention. The slogan of the campaign is explicitly stated.

CANE'S FOR ALL



Hard cut back to inside Cane's. Travis Kelce hops on a table and yells "Free Cane's for everybody!"

AND THE CROWD GOES WILD



The crowd immediately erupts into loud cheers of excitement. Some people lift their cups of sweet tea and lemonade in a "hurrah".

WOW



A player checks their phone and it's the previously seen scene of Kelce being shared on Instagram live.

VEGGIES ARE SO OUT



The player is clearly jealous. He looks at his plate of sad veggies in disdain.

MEANWHILE...



Hard cut to the rest of the Chiefs bored at a club, almost silent.

CANE'S X KELCE

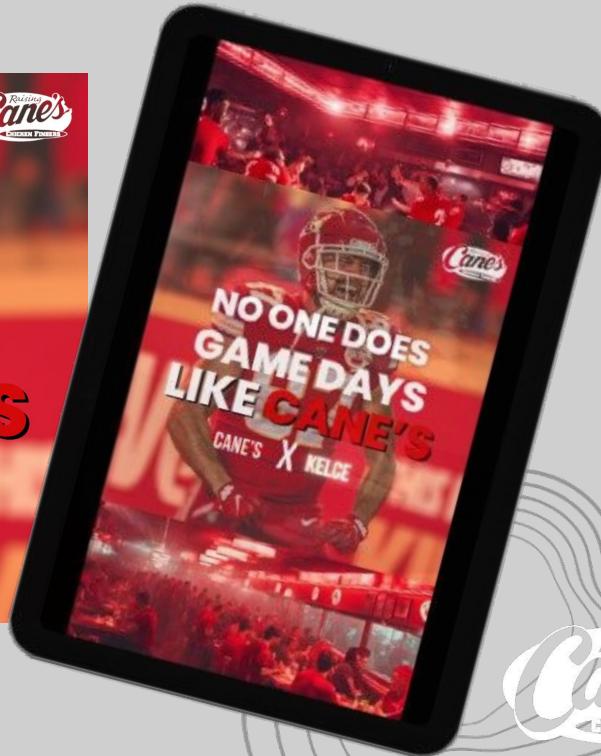


Hard cut to the campaign logo: Canes X Kelce. Taylor Swift's lyrics "Are you ready for it?" coincides with the image.

Exclusive CANE'S x KELCE Jersey



Social Media Key Art



Teaser Ad



link here



04

Media

Here's the plan.



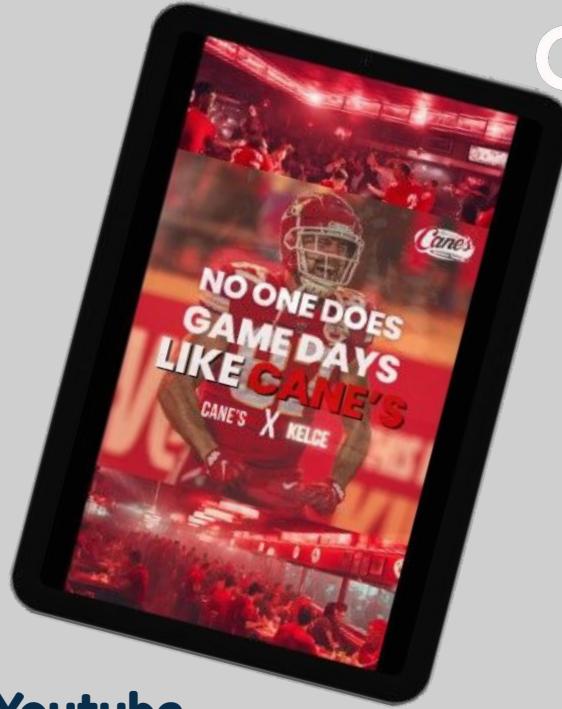
MEDIA STRATEGY OBJECTIVES

- Concentrate advertising in regions where Raising Cane's locations are established
 - Midwest and South
- Target 75% of university students through social media
- Increase reach by 40% of fast food consumers
- Establish a positive relationship with media outlets
 - CBS, NBC, Fox
- Create a balanced campaign saturation level throughout media channels



Media Target

- Generation Z and younger Millennials
- Uses social media often in a day
 - **Around 3 hours average daily**
- Favors platforms such as:
 - **Instagram, Tiktok, Snapchat, and Youtube**
- Consumes majority of media through a smartphone
- Tends to share content with friends through in-app messaging or text

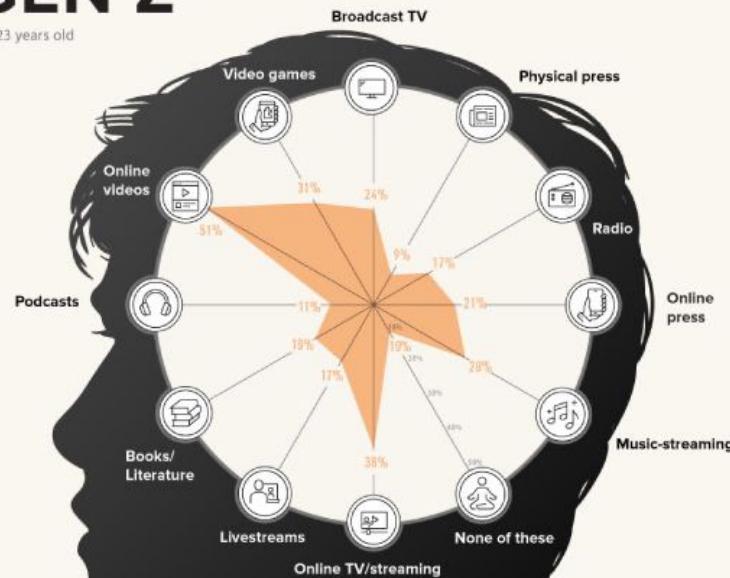


MEDIA CONSUMPTION GEN Z

16-23 years old

% WHO SAY THEY HAVE STARTED CONSUMING OR ARE
CONSUMING MORE OF THE FOLLOWING SINCE THE OUTBREAK

Gen Z

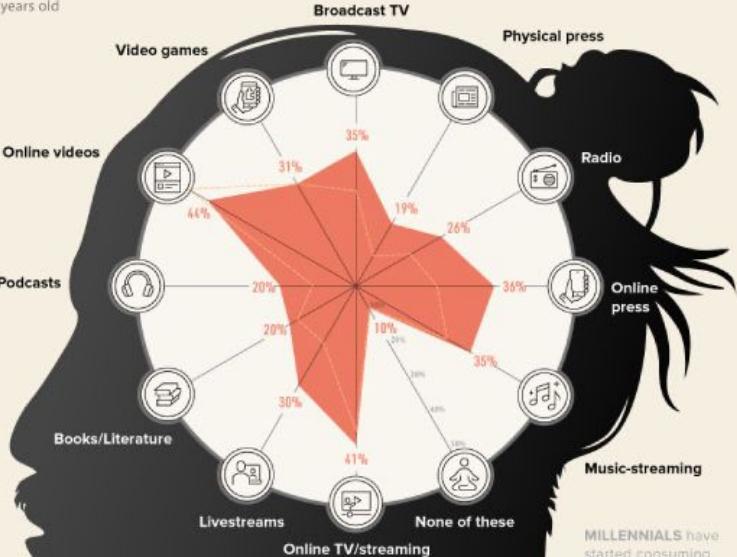


Over half of the GEN Z age group are consuming significantly more online video content than before the COVID-19 outbreak.

MEDIA CONSUMPTION MILLENNIALS

24-37 years old

Gen Z Millennials



MILLENNIALS have started consuming, or are consuming more content across several media types—including online video, online TV and broadcast TV.

MEDIA CHANNELS

high priority



FOX, CBS, NBC

- Superbowl
- CBS
- Grammys



moderate priority



INSTAGRAM

- Reels, stories, paid posts on Travis Kelce's and Taylor Swift's accounts

TIKTOK

- Sponsored teaser ad and sponsored full commercial

SNAPCHAT

- Sponsored teaser ad and sponsored full commercial

YOUTUBE ADS

- Sponsored full commercial

low priority



OUTDOOR SCREENS

- In major/populated cities with big sports culture and venues (e.g Kansas City, Boston)

TRANSIT

- Public transit wraps (MBTA, Subway, Metro etc.)



MEDIA TIMING

THE GRAMMY AWARDS 2/4/2024

- We will reach approximately 12.5 million people tuning into the Grammy Awards
- We will launch the teaser commercial across broadcast (TV) and social platforms (TikTok and Instagram)

SUPER BOWL LVIII 2/11/2024

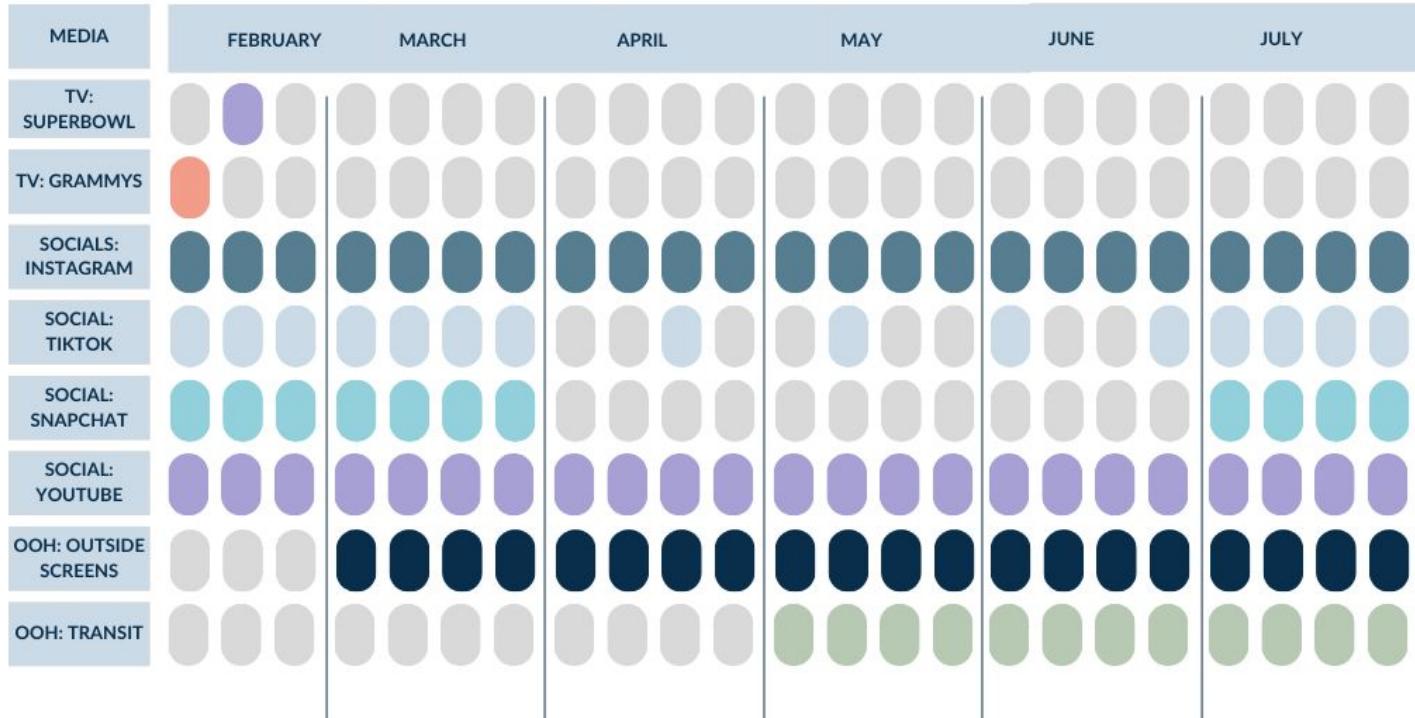
- We will reach approximately 115 million people tuning into Super Bowl LVIII
- We will host **CBS x CANES: SUPER BOWL AFTER PARTY** where the full commercial will be played
- The full commercial will be launched during this time across broadcast (TV) and social platforms (Instagram, TikTok, YouTube, Snapchat)

MEDIA TIMING CONT.

- **SOCIAL MEDIA**
 - February 2024–July 2024
 - Most individuals obtain information via social media platforms
 - Our whole campaign we will be reaching social media users through:
 - TikTok
 - Instagram
 - Snapchat
 - YouTube
- **OUTDOOR/OOH**
 - March 2024–July 2024
 - Using outdoor screens/billboards and transit
 - This will carry our campaign through the football off-season
 - During the warmer months more people tend to spend their time outside

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MEDIA SCHEDULE FOR CANE'S X KELCE CAMPAIGN



MEDIA PARTNERSHIP



X



CBS x CANES: SUPER BOWL AFTER PARTY

Collaboration with CBS to host a Super Bowl after party with hip celebrities and football players

Will feature a videographer to capture content, a Raising Canes-themed photobooth, and players wearing Canes x Kelce Jerseys



QUESTIONS?

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THANK YOU

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