



Marketing Materials

Led and Designed by MacKenzie Blaylock

Our Product

**Chick-Fil-A At Home
Frozen Meals**



SWOT ANALYSIS

STRENGTHS

- Chick-fil-A is available at any time
- Already has customer loyalty
- More convenient for some people,
- You can have it on Sunday!

WEAKNESSES

- Not 100% fresh, so it won't taste the same as in the restaurant
- People may not want to buy it considering the ingredients
- Could be more expensive

SWOT

OPPORTUNITIES

- Could expand into meal kits or bowls, and into health-focused versions like high-protein, low-sodium options
- Could be made available in schools
- Could make the lemonade, etc., available in stores

THREATS

- Companies with the same products
- Consumer loyalty to other brands,
- Supply chain and cost issues

Growth Strategy

Plan to focus on product development because we are targeting current fans of Chick-fil-A who trust the brand, but are introducing new products.

Chapter 2: Marketing Strategy
Contributed to by Crosby Deets



Marketing Plan

Target market is students, doctors, full-time employees, and other busy people who need a good meal prepared quickly.

Positioning statement:
“Bringing the unmatched quality of Chick-fil-a home, our frozen meals offer the premium, fresh-frozen chicken meals that fit your schedule, and provide a nutritious and fast dining solution for busy individuals.”

Our targeting strategy is concentrated.



Marketing Mix

Product and Value Creation

Quick and easy meals for busy individuals

Place and Value Delivery

Can prepare meals from the comfort of your home. Available in most chain grocery stores (Walmart, Kroger, Sam's, Costco, etc.)

Price and Value Capture

Affordable. Spend less time in the drive-through and inside the actual restaurant. Avoid fees from delivery services like DoorDash and Grubhub

Promotion and Value Communication

Online and social media marketing

Chapter 2: Creating a Marketing Plan

Contributed to by Maddux Rayburn and Gabe Harton

Digital Marketing Campaign Apr.1 – May 2nd

Social Media Weekly Calendar

MONDAY : What I eat in a day videos while putting the frozen meals into the video(s) /busier schedule day showing the convenience of the meals

Wednesday: An instagram poll asking if anybody has to skip meals for busy schedule days (being relatable to the audience); show what you can fit in during a busy schedule and showing the convenience for the meals

Friday: Asthetic post where you can see the box (Nothing crazy to just show it off)

Week 2:

Monday: A real review on the meals ; honesty brings people in, especially when they can tell youre being honest

Wednesday: On the go content where you slide the meal into the video; not overly doing it but just showing it off to the audience

Friday: Giveaway post for the meals or share

Hashtags: #WorkHardEatEasy #ChickFilAAtHome

Chapter 3: Digital Marketing

Contributed to by Emma Deaton and Carson Hammond

Sample Ads + Posts



Plan to collaborate with nurse lifestyle influencers, looking at a day in the life with work-based influencers and promote the convenience of these meals.



Chapter 3: Digital Marketing
Contributed to by Emma Deaton and Carson Hammond

Metrics for Success

- Customer engagement and reactions to posts
 - Can add polls to certain posts
 - Can see view to like ratio
- Participate in “on the street” interviews to get an idea of how people currently feel about the new products hitting the shelves
- Continue to monitor reactions, listening to negative feedback as it’s voiced

Short Student Survey Questions

How often do you eat Chick-fil-a?

- ☐ Never
- ☐ Once a month
- ☐ 2-3 times per month
- ☐ Once a week
- ☐ Multiple times per week

Would you purchase Chick-fil-A frozen meals from a grocery store?

- ☐ Definitely yes
- ☐ Probably yes
- ☐ Not sure
- ☐ Probably not
- ☐ Definitely not

What price would you consider reasonable for a Chick-fil-A frozen meal?

- ☐ Under \$5
- ☐ \$5-\$7
- ☐ \$8-\$10
- ☐ \$15+

Would you prefer classic menu items (nuggets, sandwiches) or new frozen-exclusive options (bowls, high protein meals)?

- ☐ Classic items
- ☐ New exclusive items
- ☐ Both

How concerned are you that the frozen version would not taste the same as the restaurant version?

Rank on a scale of 1-5 from not concerned to very concerned.

Would Sunday availability increase your likelihood of buying the frozen meals?

- ☐ Yes
- ☐ No
- ☐ Maybe

How likely are you to recommend Chick-fil-A frozen meals to friends if you enjoyed them?

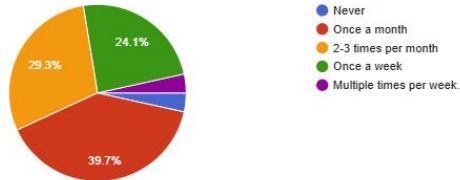
Rank on a scale of 1-5 from not likely to very likely.

Chapter 6: Consumer Behavior
Contributed to by
Jack Gruben and
Nina Centofanti

Survey Results

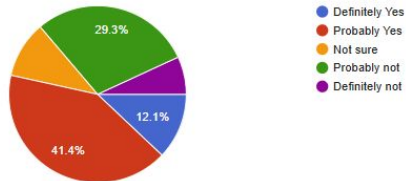
How often do you eat Chick-fil-a?

58 responses



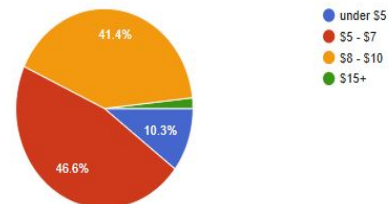
Would you purchase Chick-fil-A frozen meals from a grocery store?

58 responses



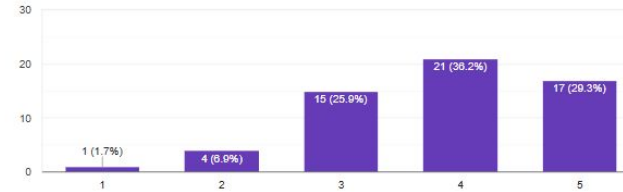
What price range would you consider reasonable for a Chick-fil-A frozen meal?

58 responses



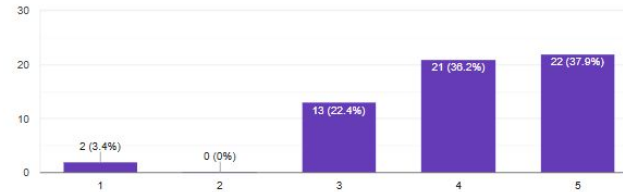
How concerned are you that the frozen versions would not taste the same as the restaurant version?

58 responses



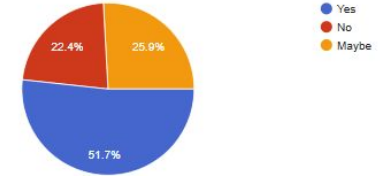
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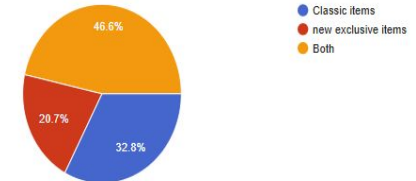
Would Sunday availability increase your likelihood of buying the frozen meals?

58 responses



Would you prefer classic menu items (nuggets, sandwiches) or new frozen-exclusive options (bowls, high protein meals)?

58 responses



Chapter 6: Consumer Behavior
Contributed to by Jack Gruben and Nina Centofanti

Survey Findings and Insights

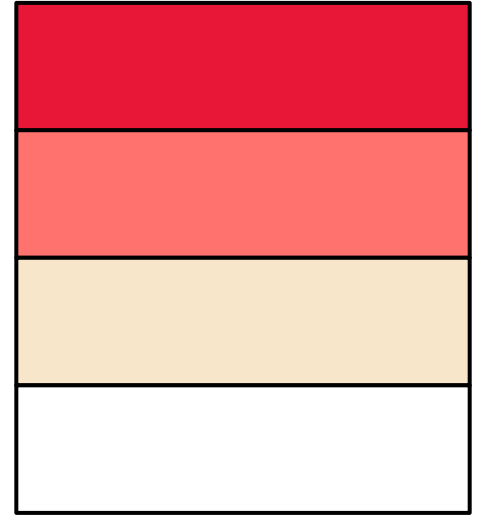
With 58 responses, around 70% of students said they are likely or very likely to purchase frozen Chick-fil-A meals, driven mostly by the need for convenience and quick preparation. The Original Chicken Sandwich and Nuggets emerged as the top product choices, with 46% students favoring a price range between \$6 and \$8. Around 55% of the participants stated they would likely purchase the frozen Chick-fil-A at least once a week.

Brand Identity Kit

Logo:



Brand Colors:



Original Tagline:



Our Tagline:
“Eat Mor at Home”

Chapter 11: Product Branding
Contributed to by MacKenzie Blaylock
and Zach Radivonyk

Sample Advertisements on Billboards



Chapter 11: Product Branding
Contributed to by Kennedy Fitzpatrick

Marketing Research

Objective: Study customer satisfaction

- Taste
- Price

Method: Customers are asked to rate based on a scale from 1-10

Sample: Chick-fil-A frozen meals customers

Data Collection Tool: Survey

Here is what a survey may look like for Chick-fil-A frozen chicken nuggets.

Q1: Have you tried the Chick-fil-A frozen chicken nuggets? If not, select “No”, skip the questions, and submit the survey.

- A. Yes
- B. No

Q2: On a scale from 1-10, how satisfied are you with the overall taste of the Chick-fil-A frozen chicken nuggets?

Rating: [Insert a number here]

Q3: On a scale from 1-10, how satisfied are you with the overall price of the Chick-fil-A frozen chicken nuggets?

Rating: [Insert a number here]

Pricing Tactics

-Target Audience: Hardworking people who are in need of a quick meal at their convenience. (nurses, teachers, office based staff, busy families, ect.)

Pricing Statement: We want to offer a premium, but at an accessible price. We could price slightly above other frozen meals to reflect the quality, trust and brand of Chick-fil-A.

Value Pricing- Price based on perceived value (taste, brand loyalty, convenience), not just price alone.

Competitive Pricing- Position against other frozen food (chicken based) brands like Tyson Foods and Perdue Farms. Other fast food competitors like Zaxby's, McDonald's or Canes will be in the mix as well. We want to gain a competitive advantage with the push of our brand loyalty.

Bundle Pricing- We could offer family packs or meal bundles at a discounted price per-unit price. This could make our meals accessible for different dynamics in both the workforce and in the family home.

