



Marketing Campaign

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Meet the Team!



Price Bonnett



Hank Dillard



Ian McCarthy



Jenna Owens



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Agenda



- Product Overview
- Activation Timeline
- Social Media Campaign
- Student Ambassador Program
- Publix Collaboration
- “Big Game” Strategy
- Budget

Key Insights

Our consumers are looking for a frozen nugget option that:

- they feel good about feeding to their families
- appeals to friends & family for gatherings
- is healthier and prepared at a high quality



Human Truth

Our target consumers seek out products that balance their desires of

Comfort & Quality



Product Overview



- High quality frozen nuggets for everyone, everywhere!
- A faster, more convenient way to enjoy the nuggets you already love!
- Cryogenic freezing techniques employed to ensure freshness and taste of Chick-fil-A nuggets.

Product Approach

Why Chick-fil-A?

Why frozen nuggets?



- Chick-fil-A is known for its commitment to quality and service as well as being one of the most trusted fast food restaurant brands.
- The US frozen food market was valued at \$55.8 billion in 2021.
- Millennials have a growing dependence on ready-to-cook foods due to time constraints is projected to drive the market through 2030.



**“Because
everyone needs
more nuggets!”**



Our Pivot:

+6 months launch timeline, budget cut in half

Then

- Back to school campaign
- College football focus
- Gamedays and holiday season events

Now

- Moms and Dads campaign
- Pro football/ "Big Game"
- Random acts of kindness day, colder months season, & Easter.



Regional Profit Distribution:

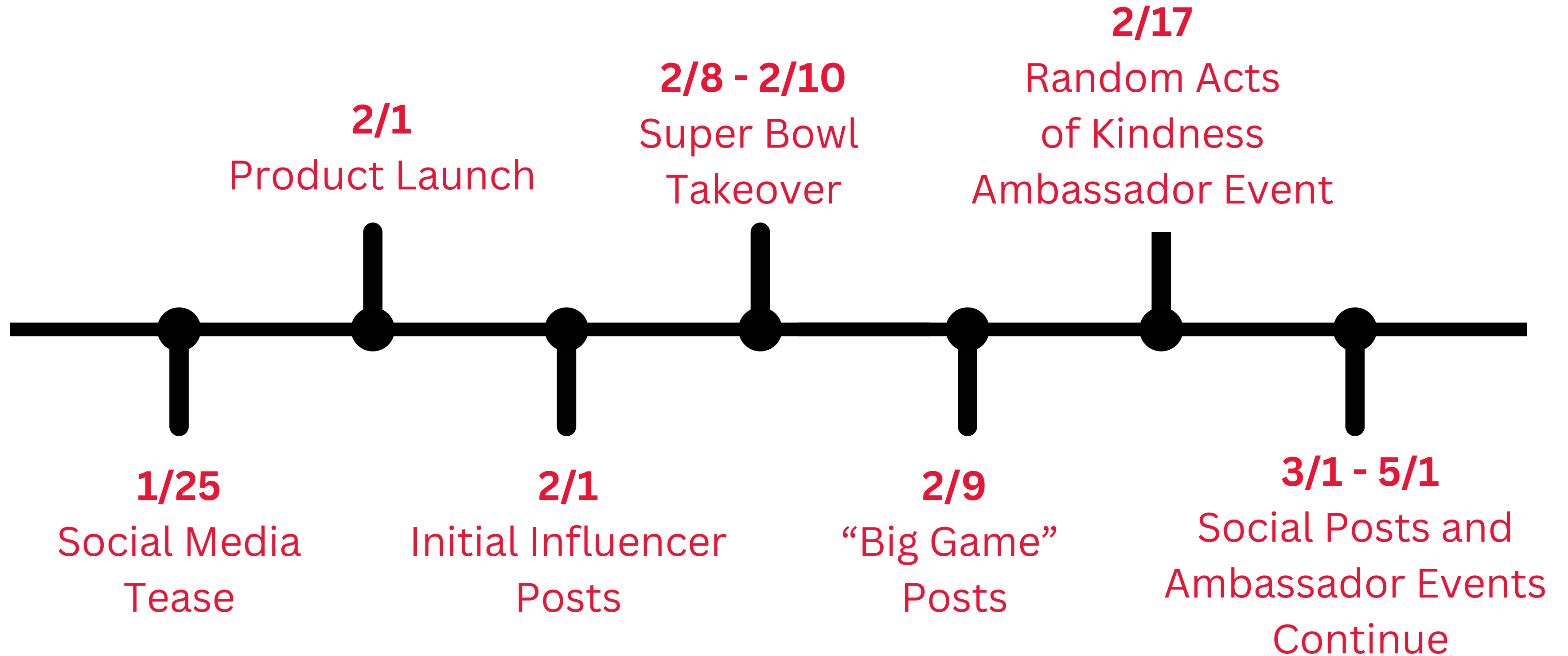
Using geographical data, Chick-fil-A will distribute a percentage of earnings to owners/operators proportionally in line with sales of the new nuggets in their region.



Consumer Touchpoints

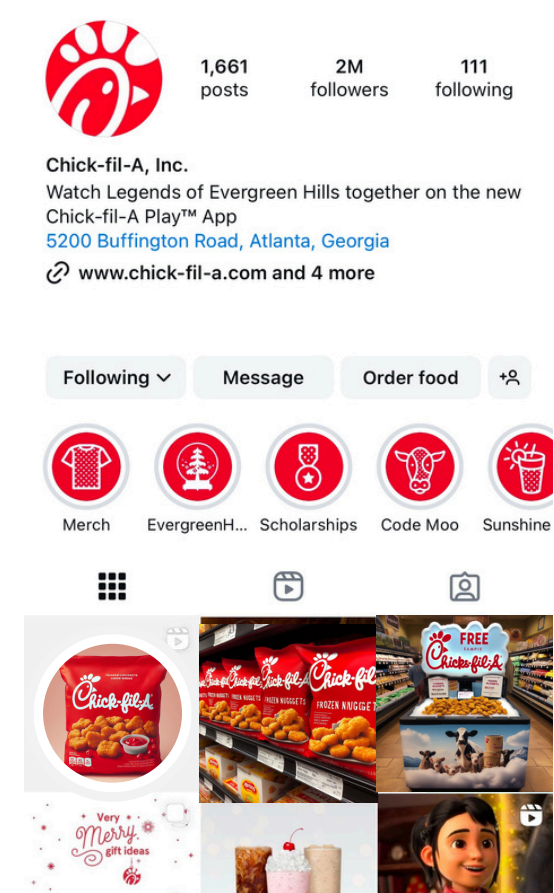
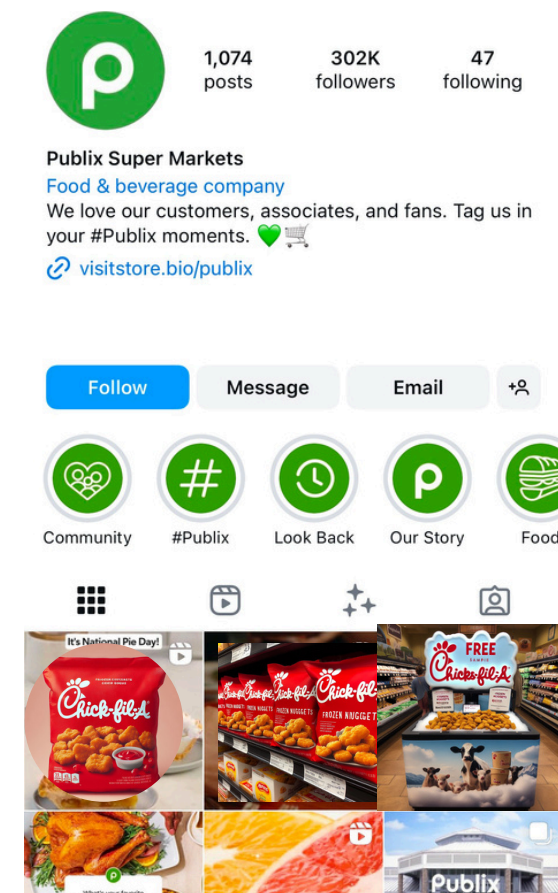
- Publix social media
- Chick-fil-A social media
- Influencers
- In store displays
- Customer PR
- Super Bowl giveaway
- Campus Ambassadors
- Instacart promotion

General Timeline



Social Media

- In Early February, we will have a strong social media campaign that pushes Chick-fil-A Frozen Nuggets as a perfect snack for those big Sunday night ball-game celebrations!
- This campaign will be seen on socials from both Publix and Chick-fil-A



Influencers



Madison May

- 536.9k followers on TikTok
- 22 million likes
- Lives in Mississippi



Andrew East

- 1.2 million followers
- Former college and NFL player
- Married to Shawn Johnson
- Lives in Nashville



Matt Mitchell

- 569k subscribers on YouTube
- 292k on Instagram
- 1.6 million on TikTok
- Makes southern and food related videos already



Cali Prieskorn

- 596k followers on TikTok
- 30 million likes
- Girlfriend of well known Ole Miss tight end

Specifics

Influencer Seeding Kits

- Frozen nuggets
- Sauces
- Chick-fil-A merch
- Football decorations
- Party trays
- Stuffed animal cows
- Kid friendly games

Influencer Posts

- Launch
- Frozen vs fast food taste test
- Hosting people for the “Big Game”
- Parenting/family meal made easy

PR for customers

- 100 per influencer
- Link for their followers to enter
- Frozen nuggets
- Chick-fil-A merch

Student Ambassador Program



- Our team plans to start at **10** colleges in the Southeast region (universities like Clemson, Georgia, Ole Miss, Auburn, LSU, etc.)
- We would look to have **5** ambassadors per university, depending on the size.
- We estimate each ambassador to cost us **\$4,000**.
- **4,000** per ambassador x **5** ambassadors per university x **10** universities= **\$200,000**

College Ambassador Outline

Ambassador Seeding Kits

- Chick-fil-A merch
- Frozen nuggets
- Meal vouchers
- Event supplies/materials

Ambassador Events

- One per month
- Initial launch event centered around Random Acts of Kindness Week
- In March, St. Patricks Day event
- In April, Easter event.

Ambassador Expectations

- Assist in planning events
- Promoting events on personal social accounts
- Capturing content for Chick-fil-A social accounts
- Receiving set payment for their work

College Ambassador Program

- Student ambassadors will post promotional content and help organize interactive Chick-fil-A campus events.
- Ambassadors will be showcasing the easy preparation of the frozen nuggets through highlighting dorm-friendly microwaves and air fryers.



Publix X Chick-fil-A



X



Shared Values

- Quality of products and services
- Geographic location
- Strong brand loyalty

- Elevated customer experience
- Engagement with local communities



Publix Partnership

The Collaboration

- One month exclusive launch at Publix locations across the Southeast.
 - Will be followed up with expansion to grocery stores nationwide.
- Includes elevated in-store marketing and promotional opportunities

Cost Breakdown

- Flat payment to Publix of \$500,000.
- Publix will offer benefits towards the Chick-fil-A frozen nuggets.
- Chick-fil-A will be responsible for driving consumers to the store and additional in-store displays.
 - Chick-fil-A will incur an additional \$100,000





In-Store Marketing & Promotional Opportunities

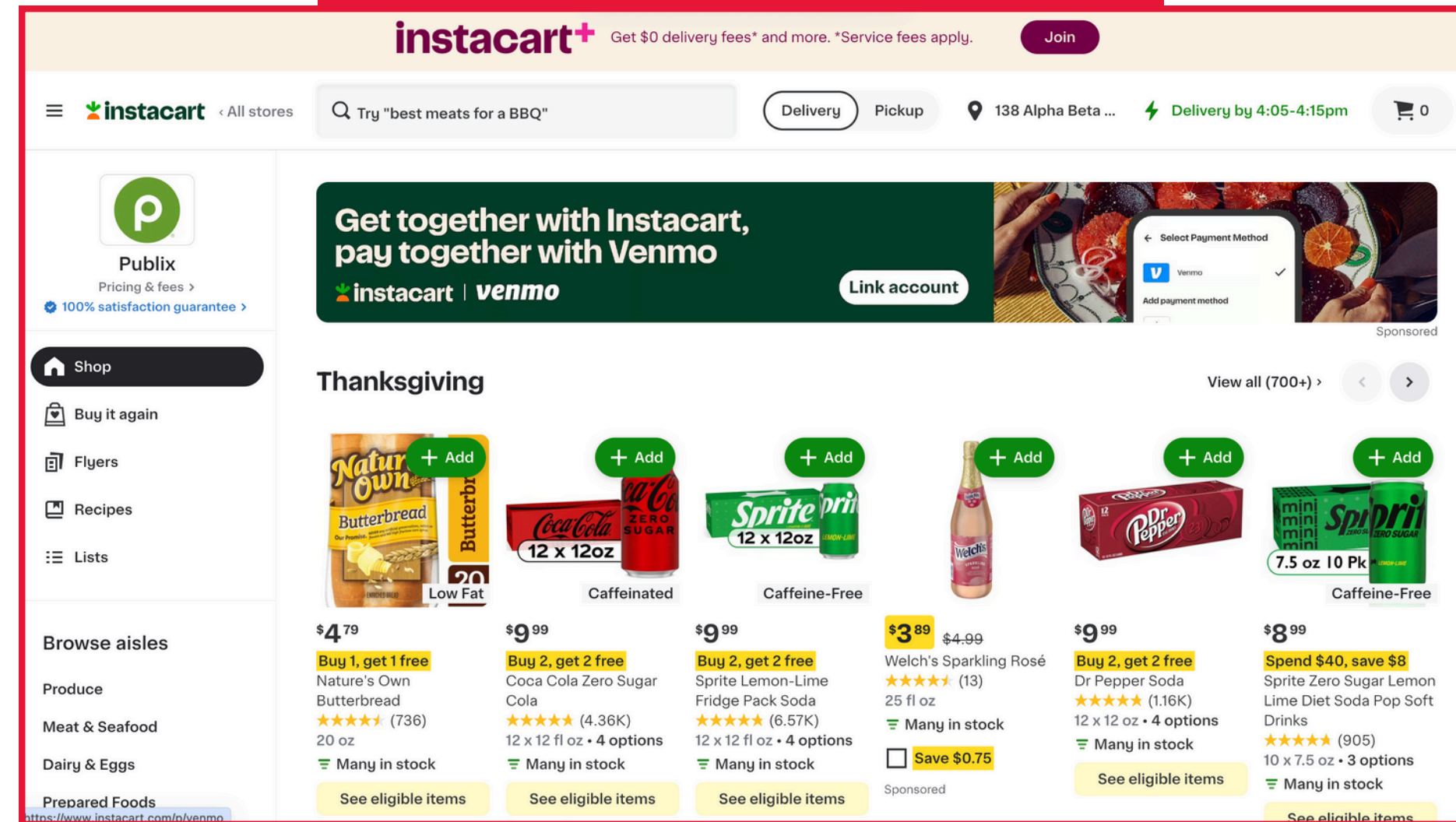
- Branded cardboard cutouts at all entrances of Publix locations.
 - QR code that contains recipes, deals, and promotional content
- Premium shelf placement for more visibility.
- Sampling stations around select Publix locations.



Instacart Promotion

Cost Breakdown

- Instacart charges anywhere between \$0.35 and \$1.50 per click for featured product ads
- Sold on a CPC (cost per click) model
- \$1.00 per click x max of 100k clicks = \$100,000





Getting Ready for the Big Game!

Chick-fil-A Frozen Nuggets are perfect for entertaining on any occasion. They are easily a fan favorite for any football celebration or gathering!



Super Bowl Instagram Takeover

Send a family to the Super Bowl!

- Family chosen through social media contest/challenge
- Chick-fil-A filled weekend (food/merch/activities)
- Do an instagram takeover of their Super Bowl day on Chick-fil-A socials

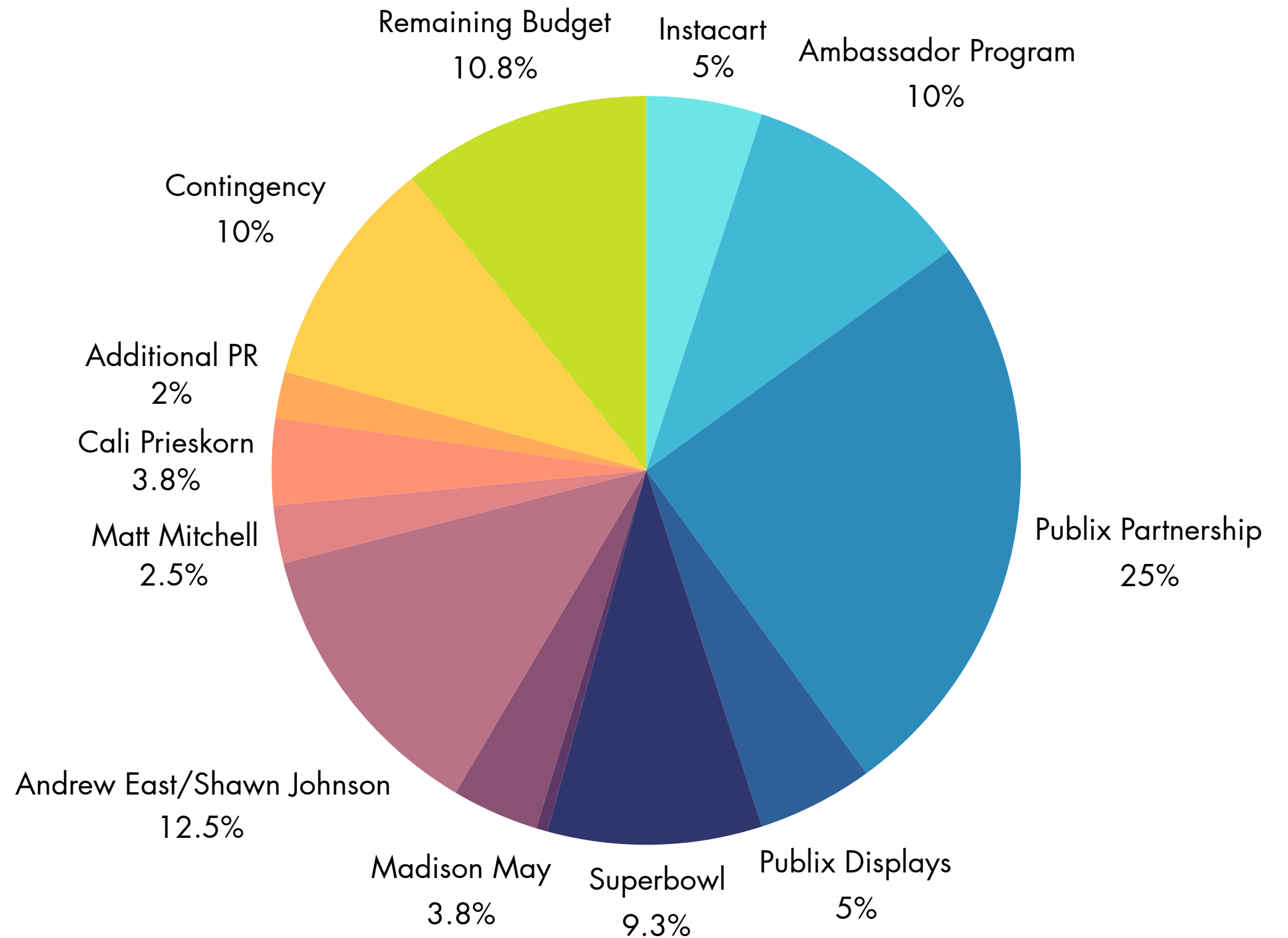


Cost Breakdown

Travel -	\$20,000
Transportation -	\$2,000
Airbnbs -	\$15,000
Tickets -	\$120,000
Merch -	\$2,500
Product -	\$500
Misc. Expenses -	\$25,000
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Total -	\$185,000

Budget Overview

Chick-fil-A Frozen Nuggets - Marketing Activation Budget		
Total Budget:		\$ 2,000,000.00
Activation		
Item	Estimated Cost	% of Budget
Instacart	\$ 100,000.00	5.00%
Ambassador Program	\$ 200,000.00	10.00%
Publix Partnership	\$ 500,000.00	25.00%
Superbowl	\$ 185,000.00	9.25%
Publix Displays	\$ 100,000.00	5.00%
Subtotal:	\$ 1,085,000.00	54.25%
Influencers		
Seeding Kits	\$ 10,000.00	0.50%
Madison May	\$ 75,000.00	3.75%
Andrew East/Shawn Johnson	\$ 250,000.00	12.50%
Matt Mitchell	\$ 50,000.00	2.50%
Cali Prieskorn	\$ 75,000.00	3.75%
Additional PR	\$ 40,000.00	2.00%
Subtotal:	\$ 500,000.00	25.00%
Additional Misc. Expenses		
Contingency	\$ 200,000.00	10.00%
Subtotal:	\$ 200,000.00	10.00%
Total:	\$ 1,785,000.00	89.25%



link: <https://docs.google.com/spreadsheets/d/1qRIZxOZf-rehG0FZ3n6eRdvljFxrMew-bkLoH7ve7w0/edit?usp=sharing>

**Thank You &
Our Pleasure!**

