



# Chick-fil-A®

📍 KAPOLEI

"MOBILE-THRU"

Marketing

Recommendations



# Greetings CHICK-FIL-A KAPOLEI TEAM!

As we prepare for the grand launch of your new location in Kapolei, we're thrilled to outline our collaborative efforts. From research and social media management to print materials, event coordination, and strategic sales initiatives, our focus is on maximizing the adoption and usage of the Mobile-Thru app.

Below are the requested deliverables for your upcoming launch:

Our **Research Team** created a Comprehensive Research Report on the Lehi, UT test market, conducted surveys at Chick-fil-A Ala Moana and Kapolei, and organized a Research Summary Report. The **Branding Team** created detailed buyer personas and analyzed Kapolei's demographic factors. Our **Social Media Team** created engaging pre-launch and post-launch content for Instagram. The **Print Team** developed materials promoting Mobile-Thru, such as pass-along cards and

in-store print materials. Our **Sales Team** provided Mobile-Thru sales strategies, a Chick-fil-A app tutorial, and several 1-Page Marketing Plans. The **Event Management Team** identified PR donation opportunities and proposed school and community events.

We hope you integrate these resources and look forward to the success of Chick-fil-A Kapolei!

Best Regards,

**BYU**  
HAWAII | **bdigital**



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# RESEARCH

The research team is currently conducting research in preparation for the opening of Chick-fil-A's Kapolei location. They are compiling a comprehensive case study-type report of best practices of Mobile Thru based on the implementation in the Lehi, Utah test market. They're also analyzing statistics and qualitative insights from customer feedback from a customer survey conducted at Chick-fil-A Ala Moana. This research will also include statistical data and direct quotes from both studies.



**Joshua Cox**



**Cody Love**





## Lehi Location Interview

*Our team interviewed Chick-fil-A in Lehi, UT, specifically Director Andrew, for insights into the successful rollout of Mobile-Thru. Andrew provided key lessons and strategic recommendations, shaping our community-focused marketing plan.*

## Key Takeaways:

**45%** of sales can be tied to the Mobile-Thru app

1/3 of guests use the app,  
at peak hour it goes up to 50%



Social media strategy: visuals explain the process

## Complaints and difficulties:



Older guests struggled to understand and use the app



Confusion of whether an order is fully submitted or not, resulting in longer order preparation and wait time.



Confusion with which locations offer Mobile-Thru



## **Lehi Location Interview** **Best Practices:**

Train employees to educate guests on Mobile Thru in the drive-thru line.

Instruct customers to download the app and switch lanes to the Mobile-Thru lane.

Inform customers about the point system while they are ordering.

Hand out Mobile-Thru fliers and include fliers in bags before handing to customers

Encourage Social Media teams to advertise the Mobile-Thru feature with visual explanations



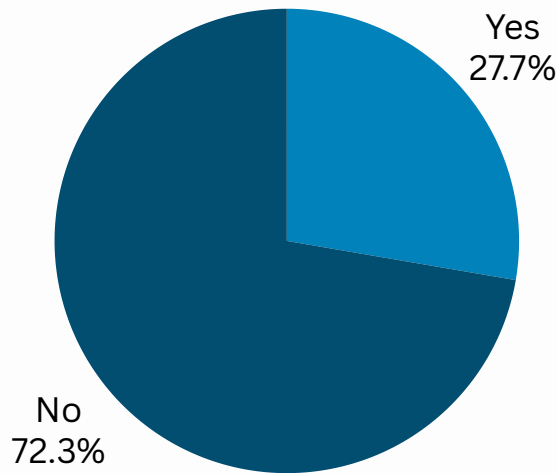
# RESEARCH

## Ala Moana Location Survey Data

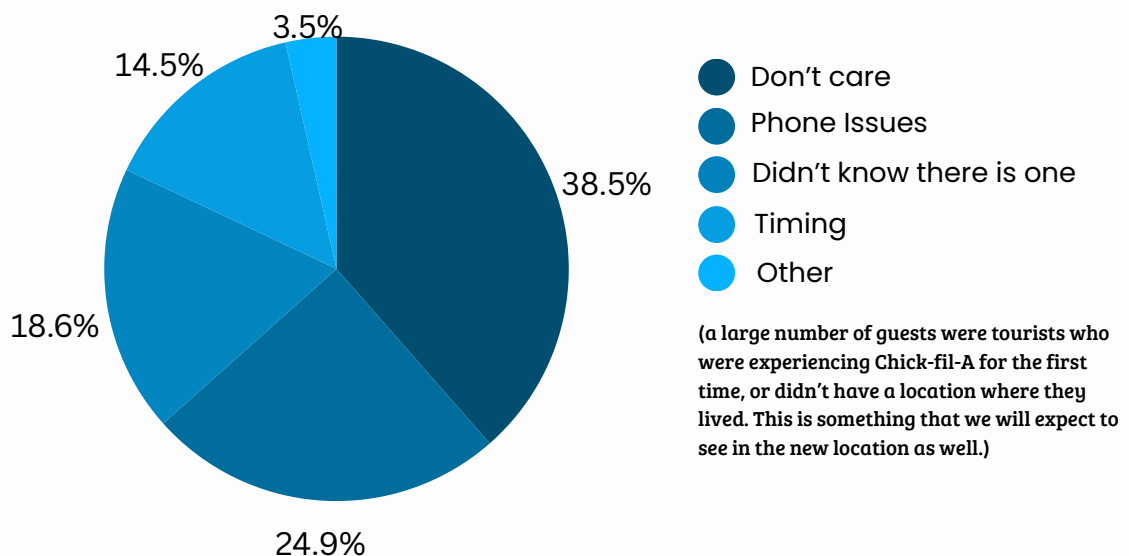
*The Research and Sales Team went to the Chick-fil-A at Ala Moana mall to talk to 100 guests. They wanted to know what people thought about the Chick-fil-A app and the mobile thru feature. This was important because as we are opening a new Chick-fil-A in Kapolei, and we needed to understand what customers like and want. By asking people directly, we can make sure the new location in Kapolei meets the community's expectations.*

*\*\*All raw data in the following surveys are in Box as well.*

### Customers that have the app:



### Reason for not having the app:



4/10 app users heard through a friend

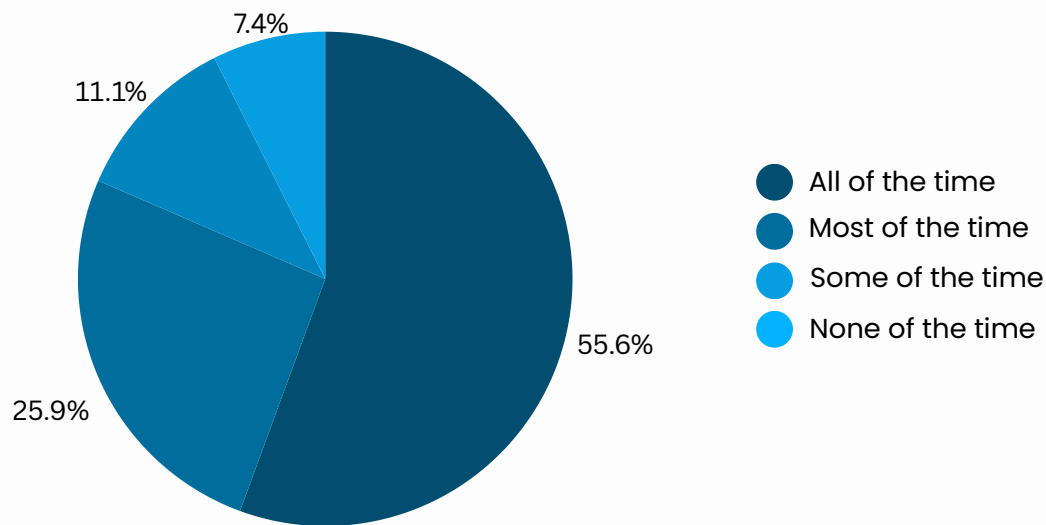




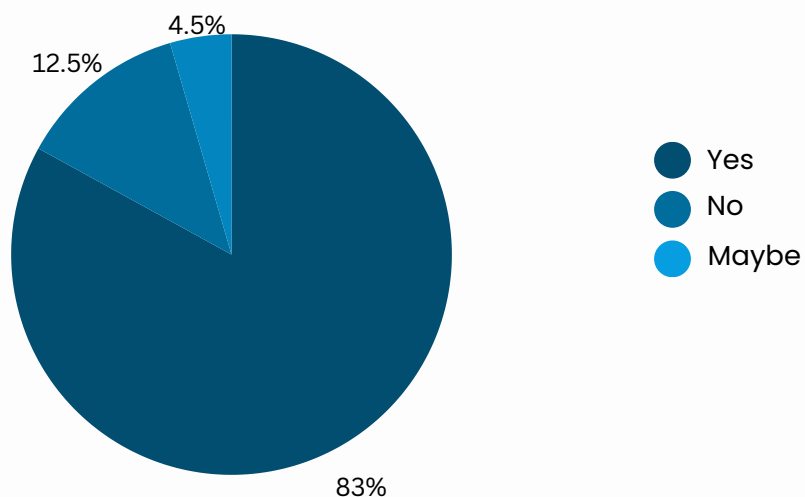


# RESEARCH

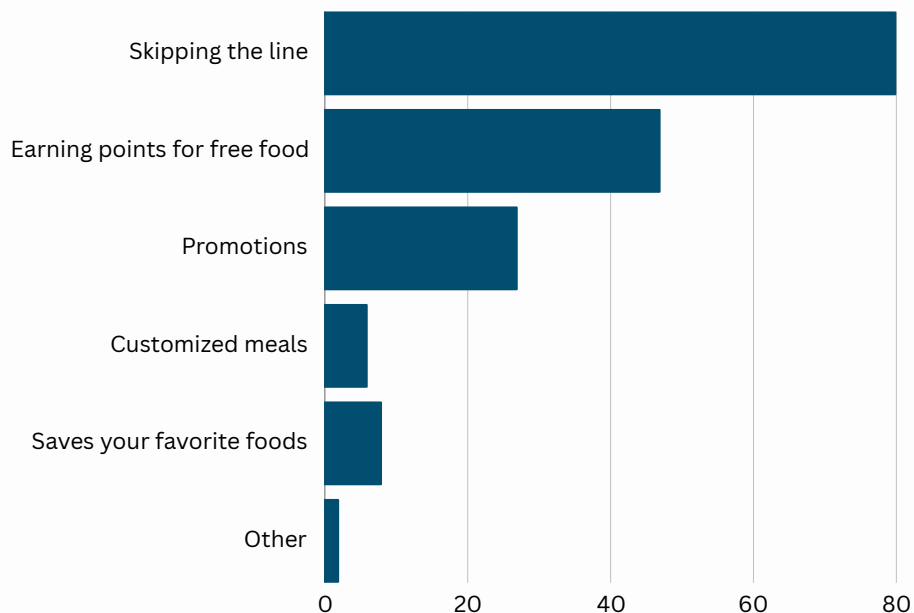
How often do you use the app?



Would you use Mobile-Thru if it was available?



Reasons customers want to use Mobile-Thru





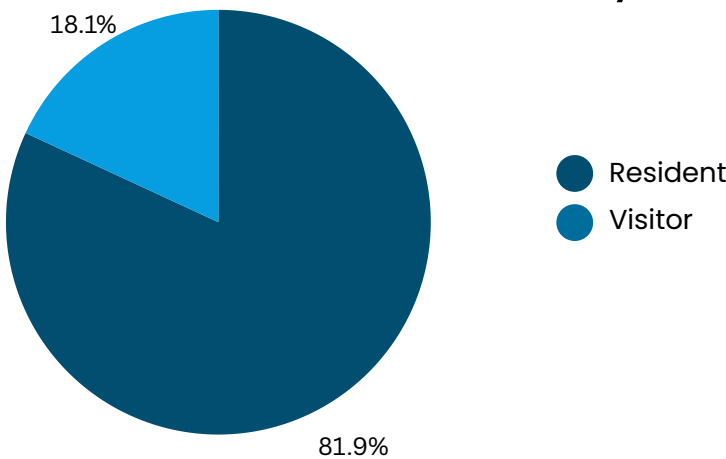
# RESEARCH

## Ka Makana Ali'i Shopping Center Survey Data

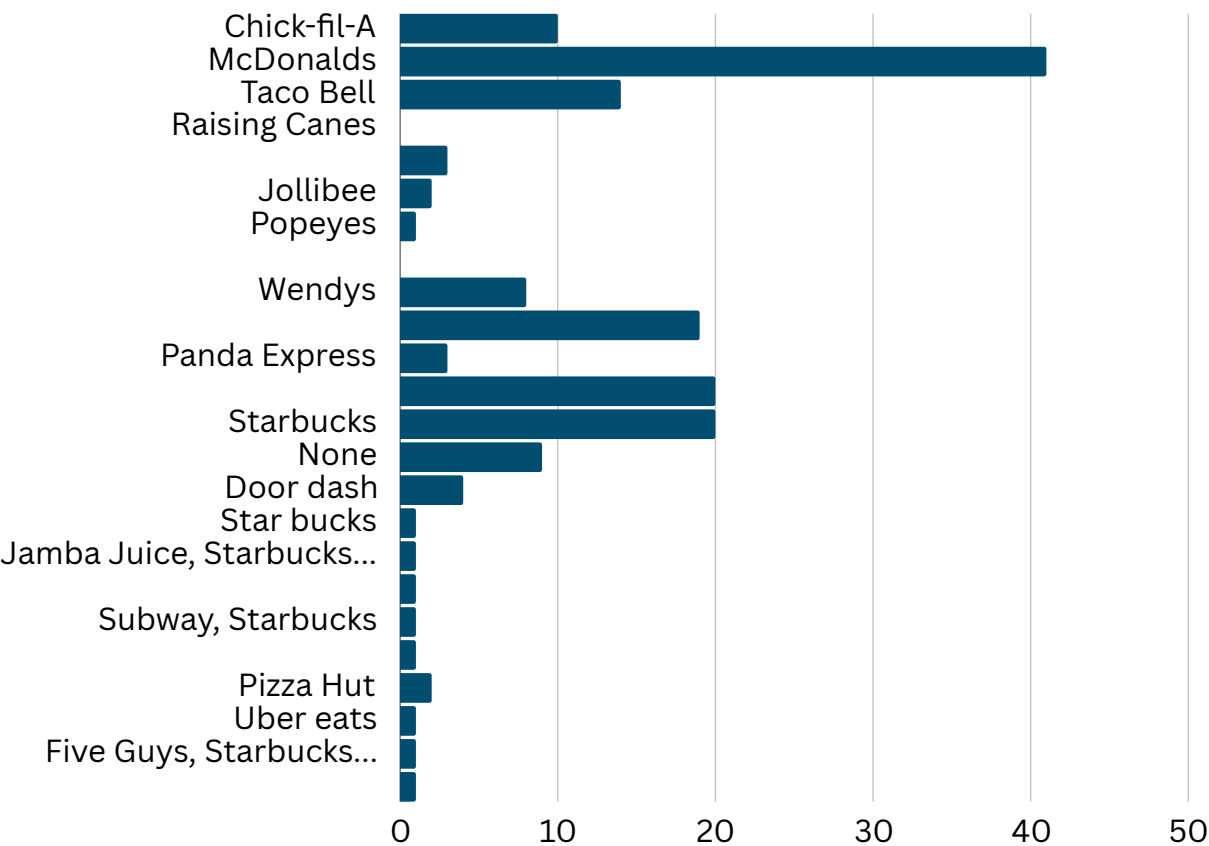
The Research and Events Team went to the Ka Makana Ali'i Shopping Center to talk to 100 guests. They wanted to know what people thought about the Chick-fil-A app, food apps in general and the mobile thru feature. This was important because as we are opening a new Chick-fil-A in Kapolei, we needed to understand what customers like, which apps do they use and why. By asking people directly, we can make sure the new location in Kapolei meets the community's expectations.

*\*\*All raw data in the following surveys are in box as well.*

### Do you live on the island or are you a visitor ?



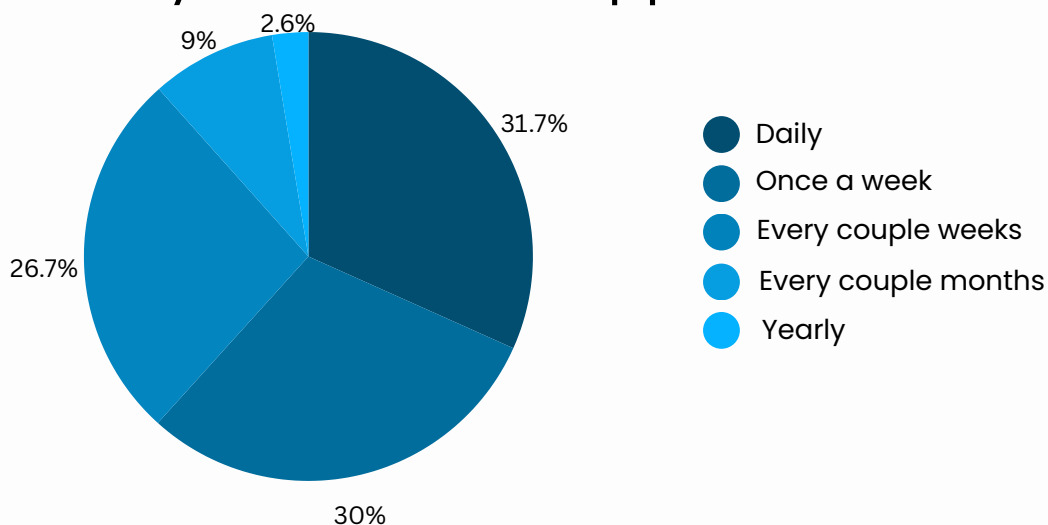
### Which of the following QSR Apps do you use?



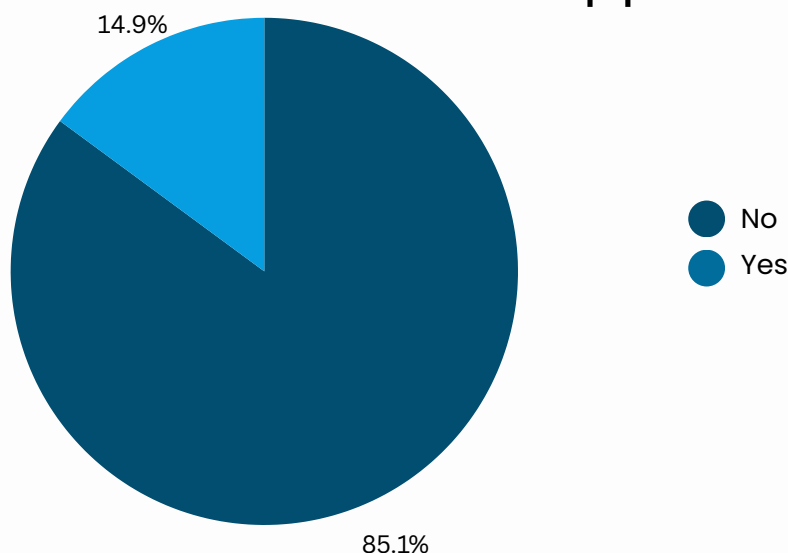


# RESEARCH

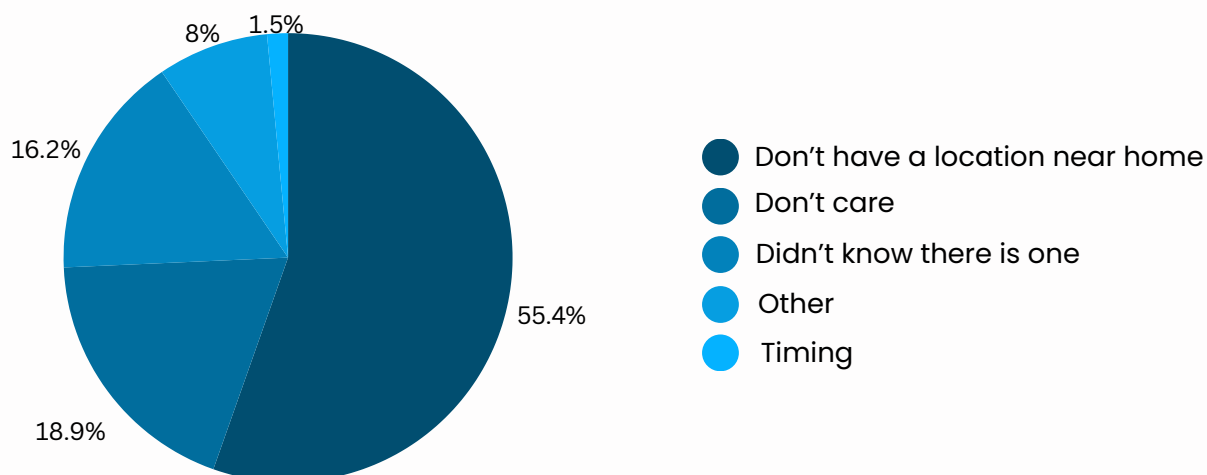
How often do you use these apps?



Do you have the Chick-fil-A app?



If NO, Why do you not have the Chick-fil-A app?

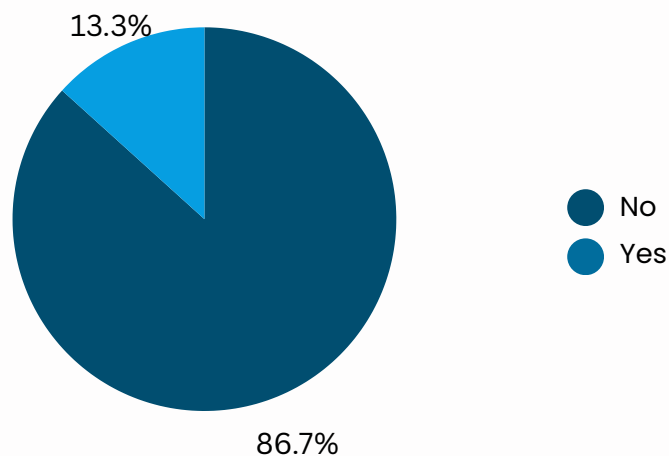




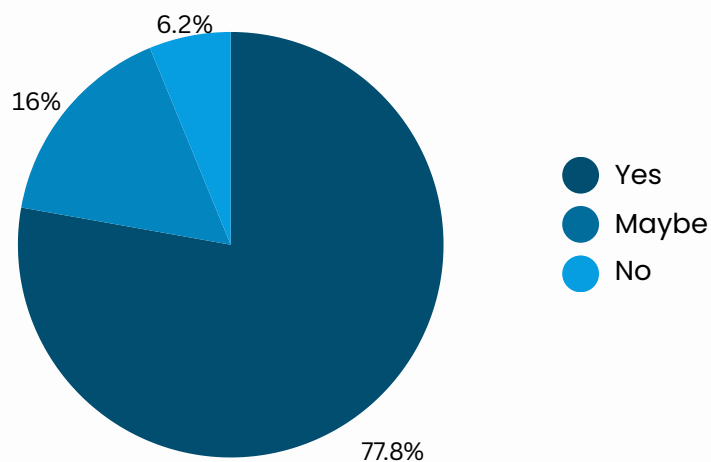


# RESEARCH

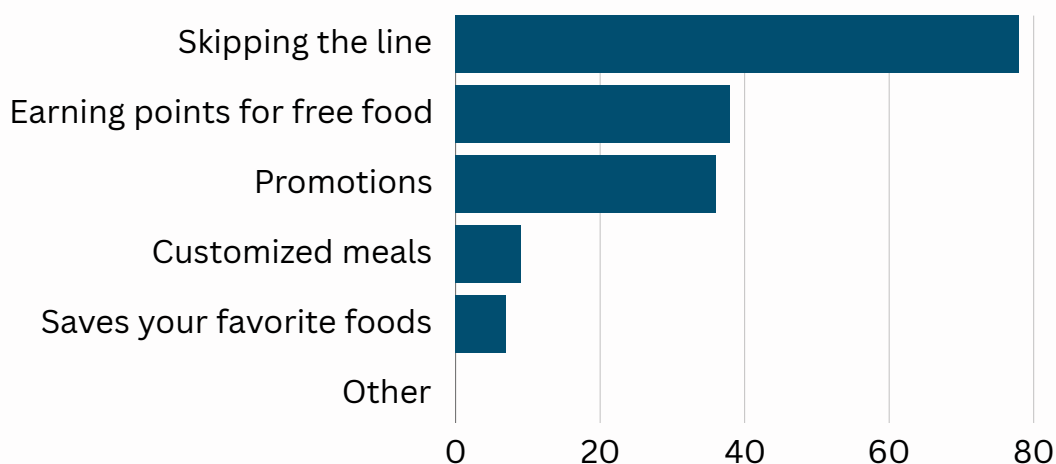
Have you heard of the Mobile-Thru feature?



If NO, Mobile-Thru is a fully dedicated lane, for guests who place their orders ahead of time using the app. Having the app and knowing about this feature, would you use it?



What would motivate you to use the Chick-fil-A app and Mobile-Thru feature?





## Competitor App SWOT Analysis - PART 1

*The Research team created a SWOT analysis measuring the strengths, weaknesses, opportunities, and threats of the most popular competitor fast food apps based on the result of the Ka Makana Ali'i Shopping center survey data. The team downloaded and tested each of these apps with the goal to see how Chick-fil-A can avoid pitfalls and adopt things that are working.*

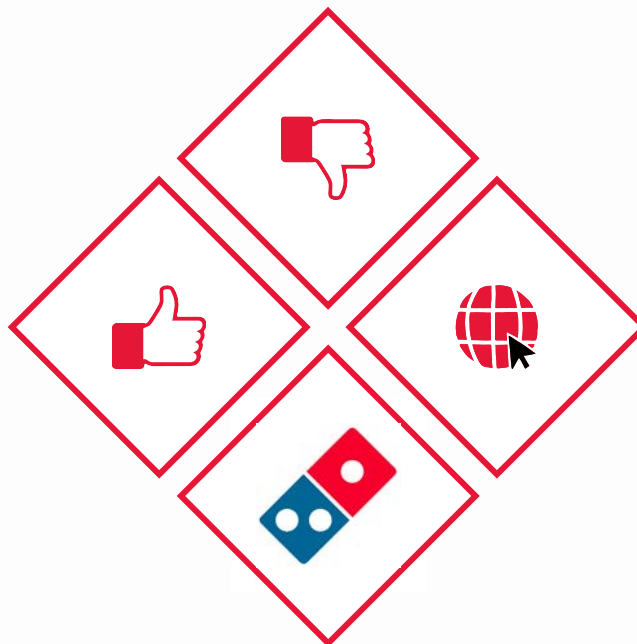
### Company: Dominos

#### STRENGTHS

- Order Tracking: Real-time order tracking lets you see every step of your order from order, to baking, to delivery
- Promotions and Discounts: The app has a page of coupon deals that is updated weekly

#### OPPORTUNITIES

- Customers who don't want to pickup their orders or come in person.
- Health-Conscious Options: Introducing healthier menu items could attract a broader customer base.
- Technology Integration: Incorporating advanced technologies to enhance features and user experience.



#### WEAKNESSES

- Logging on and off of the app is difficult
- User experience: it isn't laid out very intuitively, and is pretty buggy.
- Limited Food Range: Primarily focused on pizzas, potentially limiting appeal to those seeking a diverse menu.

#### THREATS

- It's not the healthiest option out there
- Delivery Service Disruptions: Unexpected events or disruptions affecting delivery services (like natural disasters or logistical issues) could negatively impact the app's reliability and customer satisfaction.



## Competitor App SWOT Analysis - PART 2

### Company: Starbucks

#### STRENGTHS

- Mobile Payment: The app allows users to make mobile payments, providing convenience and speed
- Rewards Program: A successful rewards program encourages customer loyalty and repeat business
- Order Customization: Users can customize their drinks, catering to individual preferences
- In-Store Pickup: The app facilitates quick in-store pickups, reducing wait times
- Great user experience and easy to use



#### OPPORTUNITIES

- Diversification: Expanding the menu to include more food options could attract a broader customer base
- Global Expansion: There is an opportunity for further global expansion, especially in emerging markets
- Sustainability Initiatives: Emphasizing sustainability and eco-friendly practices aligns with current consumer trends



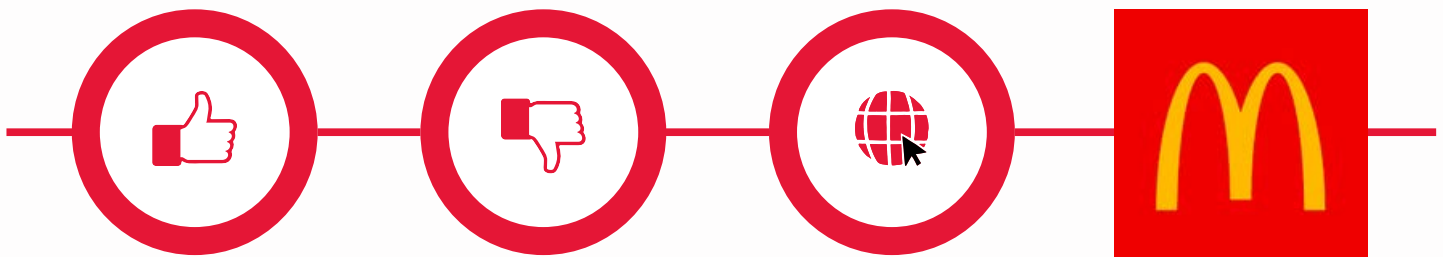
#### WEAKNESSES

- Dependency on Coffee: The app's focus on coffee may limit its appeal to customers looking for a broader food menu
- Does not have free promotions
- High Price Perception: Some customers perceive Starbucks as relatively expensive, which could be a barrier to entry for price-sensitive consumers

#### THREATS

- Economic Factors: Economic downturns may impact discretionary spending on premium coffee products.
- Health Trends: Increasing awareness of health issues may affect the demand for sugary or high-calorie beverages.
- Local Competitors: Intense competition from local coffee shops in certain markets may pose a threat.

### Company: McDonalds



#### STRENGTHS

- Global Presence: McDonald's is a name that everyone knows, even if they are just visiting.
- More locations: McDonald's has more locations here than any other fast food restaurant
- Mobile Ordering: allows for mobile pickup in waiting stalls or through the drive through as well, similar to mobile through
- Rewards/Promos: weekly promotions and point accumulation system as well for free meals.

#### WEAKNESSES

- Complex Menu: The extensive menu may be overwhelming for some users, leading to decision fatigue.
- Quality Concerns: Maintaining consistent food quality across a large number of locations can be a challenge.

#### OPPORTUNITIES

- Healthy Menu Options: The trend towards healthier eating habits presents an opportunity to introduce more nutritious menu items.

#### THREATS

- Health and Wellness Trends: Increasing awareness of health and wellness may impact the demand for traditional fast food.
- Competition: Intense competition from other fast-food chains and delivery services poses a threat.
- Economic Factors: Economic downturns or recessions may lead to reduced consumer spending on fast food.





# RESEARCH

This drive-thru research was taken from QSR Magazine's Drive-Thru Study where Chick-fil-A, McDonald's, Wendy's, and Taco Bell were compared.

## Drive-Thru Speed

**436.09 sec** per Chick-fil-A order which is the slowest drive-thru speed

**VS**

**278.84 sec** per Taco Bell order which is the fastest drive-thru speed

## Drive-Thru Lines



Chick-fil-A has the busiest drive-thru line, averaging 3.41 cars.

McDonald's averages 2.01, Wendy's averages 1.5, and Taco Bell averages 0.96



## Customer Service

**91%** friendly rating for Chick-fil-A

## Order Accuracy

**92%** order accuracy for Chick-fil-A

**(Chick-fil-A ranked highest in customer service and order accuracy among all studied restaurants)**



QSR  
Article



# SALES

The sales team is currently preparing recommendations for Chick-fil-A to increase the number of downloads of the mobile app by crafting incentives like loyalty programs and special offers. Their focus is to increase usage of Mobile-Thru and to collaborate on one page marketing plans for military, breakfast, and Mobile Popup Kitchen promotions. Their responsibilities also include strategizing for increased app downloads, analyzing usage patterns, and creating diverse tutorial content.



**Everett Tracy**



**Emily Cano**



## Introduction

For the sales section of this presentation, our goal was to bring new sales strategies and promotions to life through the use of tutorials and One Page Marketing Plans. These plans are designed to bring the major points of an idea or strategy together and present an overall layout of what it could look like. We hope these ideas will benefit the performance of Chick-fil-A and it's community.







# SALES

*These are our top 5 Mobile-Thru ideas to boost....*



## Free Frosted Lemonade

- First time downloads only
- Notification pops up when app is downloaded

## Games

- Scan QR code on receipt to play
- Certain amount of points = prize

## Point System

- Point system like McDonald's
- Higher status= more points

## BOGO Rewards

- Ex. you get a chicken sandwich 10 times in a row you get a free one (app only)

## Raffles

- Must use app to enter
- Weekly raffles (location based)

## Google Maps Implementation



### Purpose:

- Putting Chick-fil-A on Google Maps will allow people to leave reviews
- Have it recognized in the app to begin creating video app tutorials for the Kapolei location

### Directions:

#### Add Your Business:

- Enter Chick-fil-A Kapolei's address in the search bar
- On the left side in the Business Profile, click "Add your business."
- Follow the on-screen instructions to complete your Business Profile setup.

#### Claim Your Business:

- Open Google Maps and enter your business name in the search bar.
- Click on your business name and select the correct one.
- Click "Claim this business" and then "Manage now."
- If you manage multiple businesses, click "I own or manage another business."
- Choose a verification option and follow the on-screen steps.



# SALES

## Written App Tutorials

Instructions from Mobile-Thru Tutorial Video



### How do I use the app?

- Choose your desired location, click "mobile order" and select "drive-thru" to place your order for pick-up through the drive-thru. After entering your order and preferred payment method, drive to the restaurant and enter the drive-thru line. Then alert a Team Member, either in-person or through the speaker box, that you have already placed your order through the app. Your order will be served to you in the drive-thru line or at the drive-thru window.

### How do I redeem rewards?

- To redeem a reward when placing an order in the Chick-fil-A app, select "Rewards," and then "My rewards." Click "Redeem reward" and follow the prompts to add the item to your mobile order. It will be listed as "free" at checkout and be redeemed automatically. You do not have to purchase any additional items to redeem a free reward. You may choose to "redeem later" by moving the toggle on the checkout screen. If you accidentally redeem a reward, it cannot be re-added to your account. Rewards are redeemable for only one of the specified entrée or a la carte menu items listed under the reward.

### How do I use Mobile-Thru?

- To use Mobile-Thru, choose a restaurant location in the Chick-fil-A App and, if available, select "Mobile-Thru" as the pickup destination, and then place your order. When you arrive at the restaurant, follow signs to enter the Mobile-Thru lane, use the app to scan a QR code to check-in your order, and then pull around to receive your meal from a restaurant Team Member.

## Kama'aina Promotions

Redeemable Only on the App



### Kokua Wednesday:

- Kokua means giving or desire to help others
- Bring a canned good item to donate and receive a free chicken sandwich
- Motivates local families and allows them to give back to the community

### Ohana Combo:

- Bring your family in and grab our ohana meal for four
- Ohana meal could be a discounted chicken sandwich with fries and drink or 12-count nuggets with fries and drink
- Saturday breakfast promo

### Family Luau Night:

- Buy any two adult meals and get a kid's meal, free
- Or instead of one kid's meal free, all kid's meals half off
- Once a week

### Kama'aina Rewards Card:

- Sign up for a kama'aina rewards card by showing proof of residency
- Takes off a certain amount from each purchase on select days or every day
- Use as an additional point system

### Ohana Bundle: (Could be a Laie promotion)

- Gather your ohana and feast with a special family bundle - buy one Chick-fil-A Deluxe Sandwich meal, get a second at 50% off. Valid for Kama'aina residents only
- Run by Brother Goo since he is a local and to help him connect with the community



# SALES

*Here is a one-page marketing plan for a Breakfast Promotion at Chick-fil-A Kapolei.*



## BREAKFAST PROMOTION

### One-Page Marketing Plan

#### TARGET MARKET

- Age: 32, Male
- Kapolei, HI
- Population: 23,248
- Commuter from Kapolei to Honolulu
- leaves for work between 5:45AM and 7AM

#### MESSAGE TO TARGET MARKET

- 'Don't miss out on a FREE cup of coffee when you swing by the Mobile-Thru with our app. Let's make your Monday mornings better, one cup at a time. See you there!'

#### MEDIA USED TO REACH TARGET MARKET

- Notifications of in-app promotions
- Email notifications
- Instagram
- Posters
- Pass-Along cards
- Receipts

#### LEAD CAPTURE SYSTEM

- Chick-fil-A's Mobile-Thru App
- 6:00 AM-10:30 AM: breakfast hours
- Promotion time target: before commuting rush hours on HI
- Send email/notification Sunday night for Monday morning w target message

#### LEAD NURTURING SYSTEM

- Breakfast promotion to drive traffic
- Free coffee when you use Mobile-Thru app
- Monday Mornings

#### SALES CONVERSION STRATEGY

- Purchasing breakfast at Chick-fil-A through the express drive-thru lane
- Using card on Mobile-Thru
- Redeeming online deals
- redeeming / saving points

#### HOW TO DELIVER WORLD CLASS EXPERIENCE

- Quick order turnover time
- Easy and efficient ordering options
- Reward customers for loyalty
- Top-tier customer service

#### HOW TO INCREASE CUSTOMER LIFETIME VALUE

- Flyers/pass along cards in the bag
- Highlight other menu items or limited edition items
- Encourage signing up for reward system

#### HOW TO ORCHESTRATE AND STIMULATE REFERRALS

- In-app referral points
- QR codes
- Buy one get one 4 count mini meal
- Social media giveaway



# SALES

Here is a one-page marketing plan for a Military Promotion at Chick-fil-A Kapolei.



## MILITARY PROMOTION

### One-Page Marketing Plan

#### TARGET MARKET

- Active and retired military members
- Male & Female
- On and off base residents of Kapolei
- Valid military ID
- No civilians

#### MESSAGE TO TARGET MARKET

- "Tomorrow is Military Breakfast Club Day at Chick-fil-A! Join us for one free breakfast meal as we honor and appreciate our military heroes. Let us serve you with gratitude for your service"

#### MEDIA USED TO REACH TARGET MARKET

- In-app notification
- Email notifications
- Instagram
- Facebook military groups
- On-base media
- In-store flyers

#### LEAD CAPTURE SYSTEM

- Chick-fil-A's Mobile-Thru App
- Send notification at 6:00 PM on Friday night
- Have a news page that posts upcoming events

#### LEAD NURTURING SYSTEM

- Free breakfast when you show valid military ID
- Saturday mornings
- Valid from 6:00 AM-10:30 AM

#### SALES CONVERSION STRATEGY

- Military members purchasing breakfast
- Mobile app
- In-store purchase
- Redeem deals/rewards (military deals)

#### HOW TO DELIVER WORLD CLASS EXPERIENCE

- Express gratitude
- First Saturday of every month
- Quick order turnover time
- Thank you stickers/cards
- Decorations

#### HOW TO INCREASE CUSTOMER LIFETIME VALUE

- Notify all customers that it is reoccurring
- Flyers/pass along cards to encourage app downloads

#### HOW TO ORCHESTRATE AND STIMULATE REFFERALS

- Encourage word of mouth on base
- QR codes
- Social media campaigns
- #CFABreakfastclub





# SALES

*Here is a one-page marketing plan for Mobile-Thru Instruction for the Chick-fil-A Kapolei.*



## MOBILE-THRU INSTRUCTION

### One-Page Marketing Plan

#### TARGET MARKET

- Working moms in Kapolei
- Commute from Kapolei to town for work
- Love Chick-fil-A

#### MESSAGE TO TARGET MARKET

- "Chick-fil-A is now faster than ever. With our new Mobile-Thru feature, choose your location in app, order ahead, drive up to the Mobile-Thru lane, and have your meal ready upon arrival. Save time and dinner."

#### MEDIA USED TO REACH TARGET MARKET

- In-app notifications and instructions
- Email notifications w link to instructions
- Instagram
- In-store poster or sticker instructions

#### LEAD CAPTURE SYSTEM

- Chick-fil-A's Mobile-Thru App
- Send notification upon grand opening
- Have a comment or review section for the feature

#### LEAD NURTURING SYSTEM

- Instant pick up when using Mobile-Thru
- Potential double points (first week)
- Easy to use

#### SALES CONVERSION STRATEGY

- Chick-fil-A app users
- In app ordering
- Chick-fil-A deals and rewards

#### HOW TO DELIVER WORLD CLASS EXPERIENCE

- Easy to navigate and use Mobile-Thru in the app
- Quick order turnover time
- Organized lane and drive thru system on outside of restaurant

#### HOW TO INCREASE CUSTOMER LIFETIME VALUE

- Create a feedback loop for mobilethru users
- Special promotions specifically for Mobile- Thru

#### HOW TO ORCHESTRATE AND STIMULATE REFERRALS

- Mobile-Thru review page on app or website
- QR codes
- Social media campaigns
- #CFAmobilethru



# SALES

*Here is a one-page marketing plan for the Chick-fil-A One App Downloads for the Chick-fil-A Kapolei.*



## APP DOWNLOADS

### One-Page Marketing Plan

#### TARGET MARKET

- Approximately 30 years old
- Female
- Busy mother
- Kapolei resident
- Reoccurring/loyal customer
- Tech-savvy individuals

#### MESSAGE TO TARGET MARKET

- Get a taste of Chick-fil-A magic at your fingertips. Download the Chick-fil-A Mobile App today for exclusive offers, convenient ordering, and rewards!

#### MEDIA USED TO REACH TARGET MARKET

- Bus ads
- Social media channels
- Email marketing
- Posters
- Pass-Along cards
- Receipts

#### LEAD CAPTURE SYSTEM

- Chick-fil-A's Mobile-Thru App
- Send notification about promotions
- Have a news page that posts upcoming events
- Pass along cards

#### LEAD NURTURING SYSTEM

- Send personalized app offers and updates
- Share app usage tips
- Gather feedback through periodic surveys

#### SALES CONVERSION STRATEGY

- Send push notifications for time-limited offers
- Offer a special discount for the first mobile order
- Customers using Mobile-Thru, delivery, or pickup options

#### HOW TO DELIVER WORLD CLASS EXPERIENCE

- Ensure prompt and friendly service at Kapolei location
- Regularly update the app with new features and improvements
- Address customer concerns and feedback promptly

#### HOW TO INCREASE CUSTOMER LIFETIME VALUE

- Create special promotions app users
- Friend referral promotions to download the app

#### HOW TO ORCHESTRATE AND STIMULATE REFFERALS

- Social media posts
- Monthly giveaway to a Kapolei mobile app user
- Location based app user contests within community radius





# EVENT MANAGEMENT

*This one-page marketing plan aims to guide the owner in identifying the key marketing techniques and strategies for the pop-up mobile kitchen.*



## POP-UP MOBILE KITCHEN

### One-Page Marketing Plan

#### TARGET MARKET

- Non-profit organizations, including charities, schools, religious institutions, and community groups.

#### MESSAGE TO TARGET MARKET

- "Bringing Delicious Food and Goodness to Your Cause! We support your mission with our sandwiches and friendly service. Let's work together to make your event memorable and impactful."

#### MEDIA USED TO REACH TARGET MARKET

- Social Media Advertising such as Facebook and Instagram
- Email Marketing
- Posters

#### LEAD CAPTURE SYSTEM

- Create a landing page on our website to gather leads.
- Offer a downloadable brochure, event planning checklist, or exclusive pricing for those who sign up.

#### LEAD NURTURING SYSTEM

- Send regular email updates with location schedules, special promotions, and loyalty rewards.
- Share behind-the-scenes content and engage with customer feedback on social media.

#### SALES CONVERSION STRATEGY

- Implement a loyalty program or a Mobile-Thru app with rewards for repeat customers.
- Provide a limited-time special offer or discount.

#### HOW TO DELIVER WORLD CLASS EXPERIENCE

- Focus on food quality, presentation, and speed of service.
- Maintain a clean and attractive setup with welcoming staff.

#### HOW TO INCREASE CUSTOMER LIFETIME VALUE

- Implement a loyalty program with points for every purchase.
- Stay in touch with past customers through regular email newsletters.

#### HOW TO ORCHESTRATE AND STIMULATE REFERRALS

- Create referral programs offering incentives per each successful referral
- Encourage them to leave reviews and share their positive experiences on social media.



# PRINT

The Print Team is currently tasked with creating eye-catching in-store print materials specifically designed for Chick-fil-A's Mobile-Thru, aiming to enhance customer experience and engagement. Using Chick-fil-A's branding, the Print Team ensures there's a cohesive and professional visual identity.

Specifically, they are developing Chick-fil-A Mobile-Thru Instructional Pass-Along Cards and finalizing a Canva document as a compilation of all of the marketing materials for Chick-fil-A Mobile-Thru. All materials created by the Print Team have also been converted to be used as social media posts as well.



**Mila Lee**



**Battsetseg Gansukh**

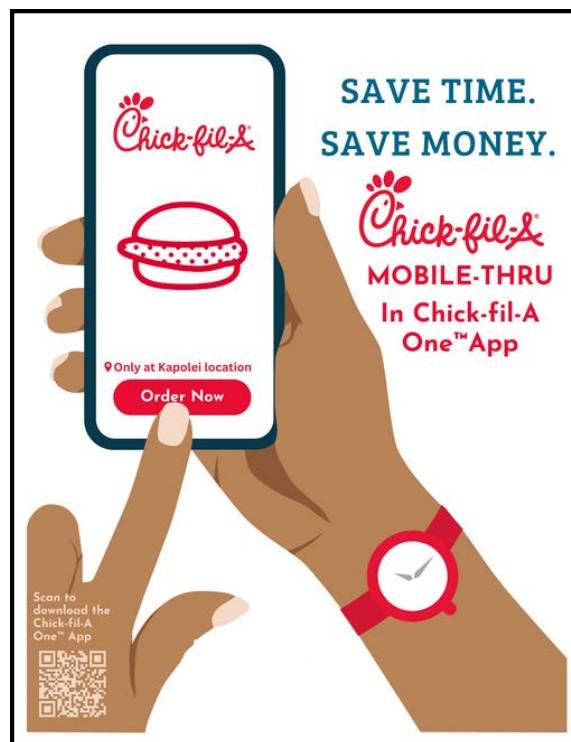


## In-Store Print Materials - PART 1

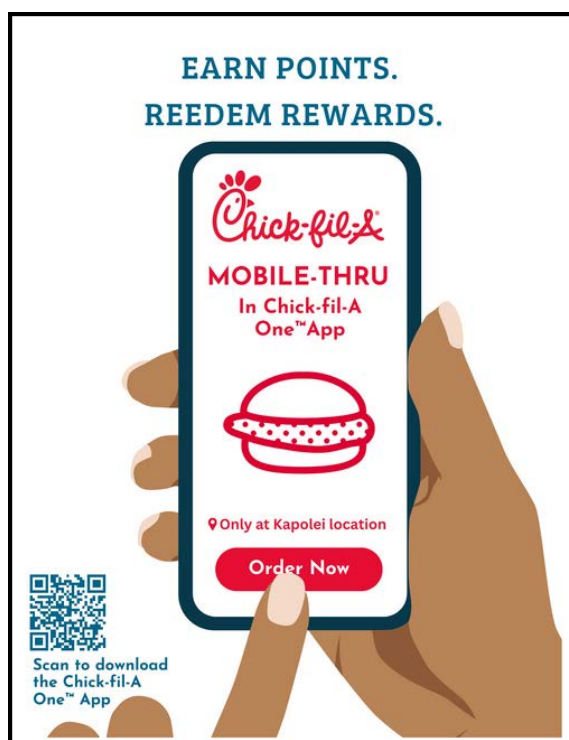
The purpose of In-Store Print Materials is to advertise the Mobile-Thru function in the Chick-fil-A One App.



In-Store Print Material #1.pdf



In-Store Print Material #3.pdf



In-Store Print Material #2.pdf





PRINT

## In-Store Print Materials - PART 2



In-Store Print Material #4.pdf



In-Store Print Material #5.pdf



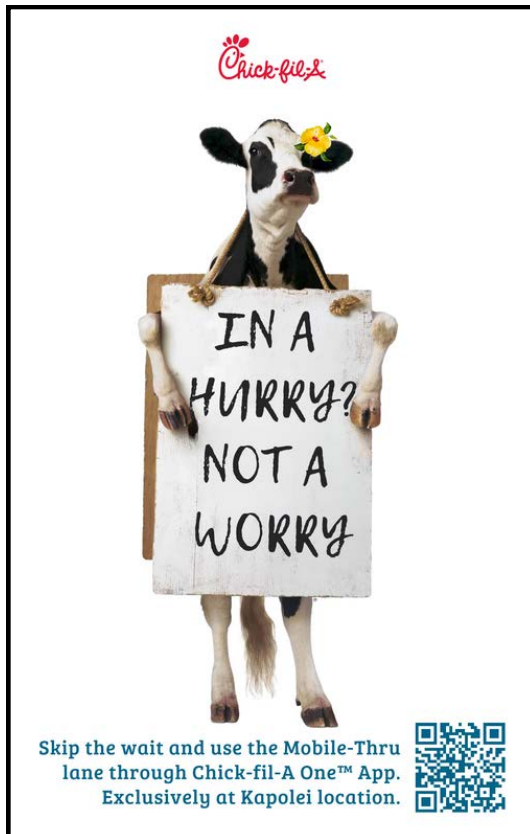
In-Store Print Material #6.pdf



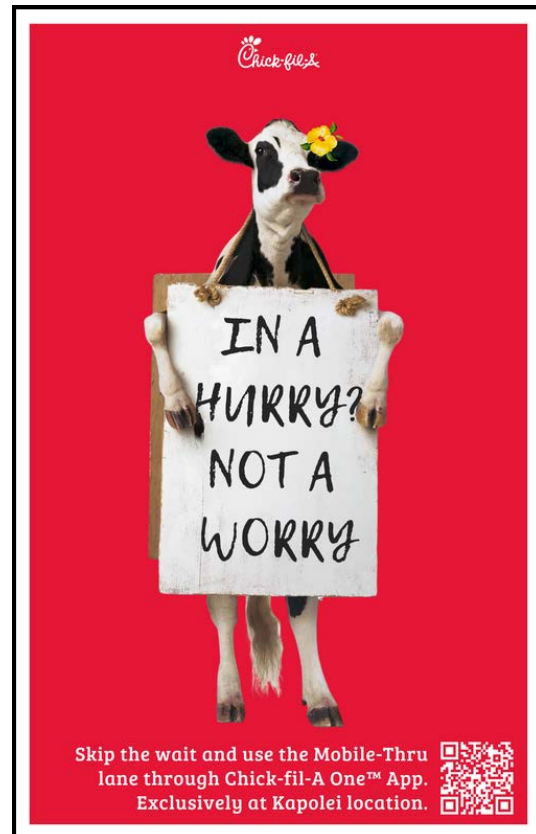
# PRINT

## In-Store Print Materials - PART 3

Inspiration pulled from students' designs from the BUSM 421 class, we have created additional print materials advertising Mobile-Thru.



In-Store Print Materials #7.pdf



In-Store Print Materials #8.pdf



In-Store Print Materials #9.pdf



In-Store Print Materials #10.pdf



## Pass-Along Cards - PART 1

The purpose of Pass-Along Cards is to instruct customers how to use the Mobile-Thru function in the Chick-fil-A One App.

### Mobile-Thru Ordering

...

### CHICK-FIL-A ONE™

Mobile-Thru now  
offered at the  
📍 Kapolei location

- 1 DOWNLOAD**  
the Chick-fil-A One™ app  
and create an account.
- 2 MOBILE ORDER AHEAD**  
and select Mobile-Thru as  
your pick up method at  
Kapolei location
- 3 JOIN THE MOBILE THRU**  
line and scan the Mobile-  
Thru QR code. Pick up your  
order promptly.
- 4 EARN POINTS**  
with progress from every  
scan, mobile order, and  
payment through the app

Scan to download the  
Chick-fil-A One™ App





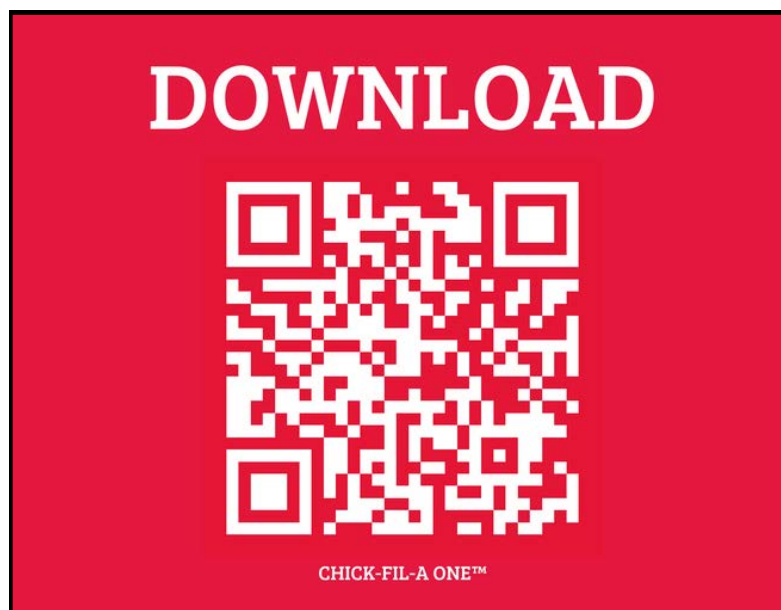
PRINT

## Pass-Along Cards - PART 2

FRONT



BACK

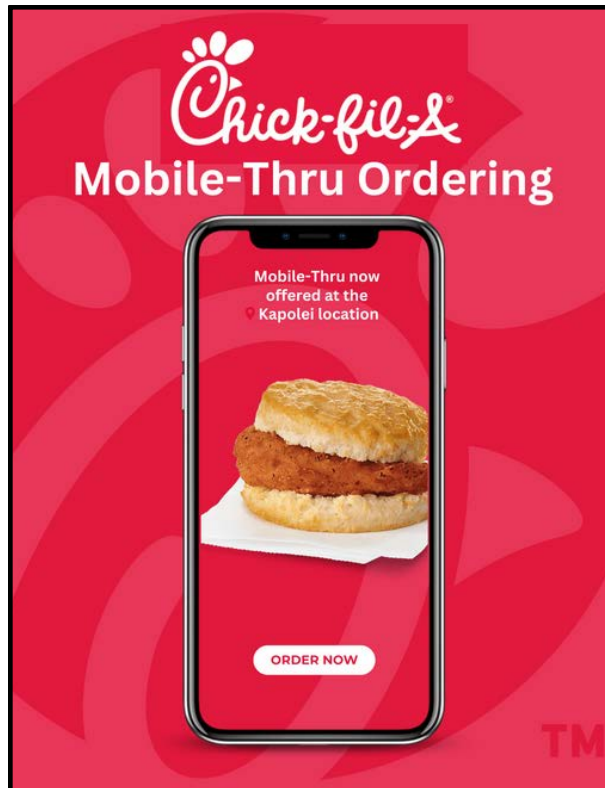




# PRINT

## Pass-Along Cards - PART 2

FRONT



BACK

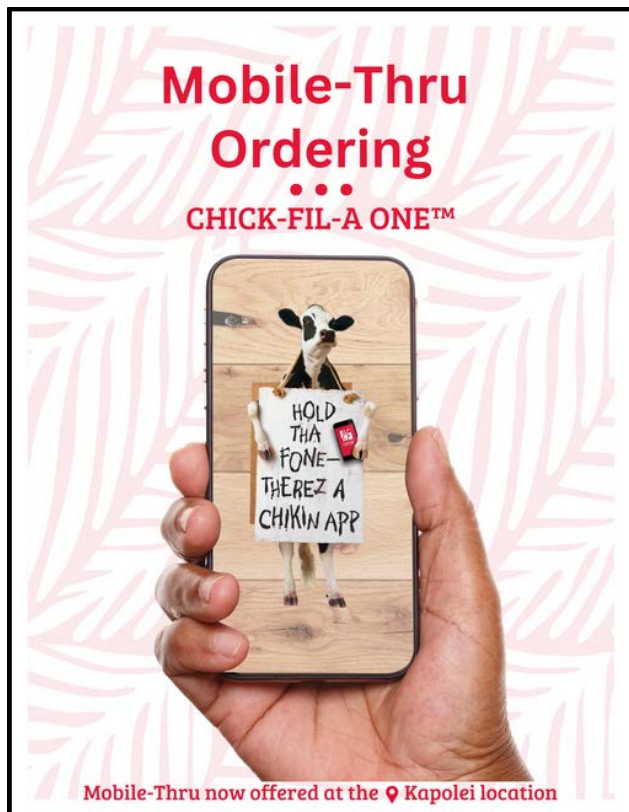




# PRINT

## Pass-Along Cards - PART 3

FRONT-SIDE DESIGN OPTIONS



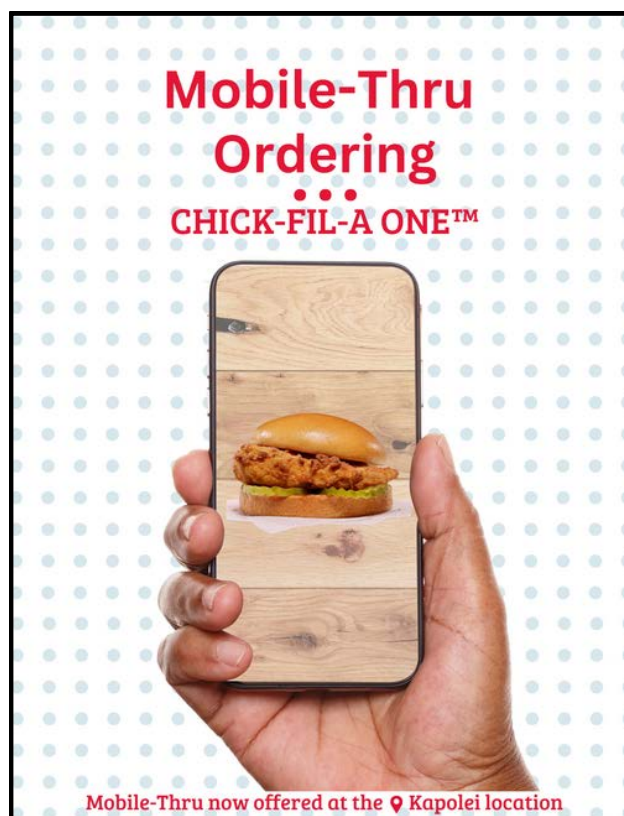
Pass-Along Card FRONT & BACK #5.pdf



Pass-Along Card FRONT & BACK #6.pdf



Pass-Along Card FRONT & BACK #2.pdf



Pass-Along Card FRONT & BACK #7.png



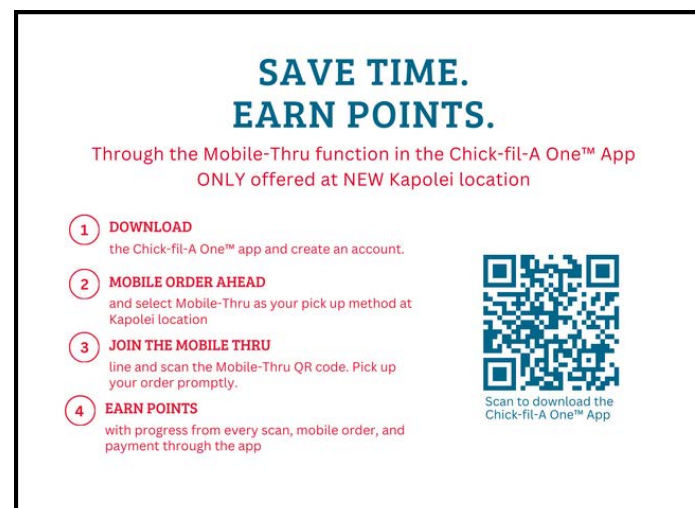


## NEW LOCATION Pass-Along Cards

The purpose of these Pass-Along Cards is to advertise the new location of Chick-fil-A opening in Kapolei as well as the Mobile-Thru function being primarily offered there.



NEW LOCATION Pass-Along Card FRONT AND BACK #1.pdf



NEW LOCATION Pass-Along Card FRONT AND BACK #2.pdf



## Pass-Along Cards - PART 4

BACKSIDE of Pass-Along Cards #2, #5, #6, #7

### Mobile-Thru Tutorial



1

#### DOWNLOAD

the Chick-fil-A One™ app  
and create an account.

2

#### MOBILE ORDER AHEAD

and select Mobile-Thru as  
your pick up method at  
Kapolei location

3

#### JOIN THE MOBILE THRU

line and scan the Mobile-  
Thru QR code. Pick up your  
order promptly.

4

#### EARN POINTS

with progress from every  
scan, mobile order, and  
payment through the app



Scan to download the  
Chick-fil-A One™ App



## Generic Event Posters

These posters are created to be easily altered depending on the event Chick-fil-A is coming to.



Chick-fil-A Event Poster #1.pdf



Chick-fil-A Event Poster #2.pdf



Chick-fil-A Event Poster #3.pdf



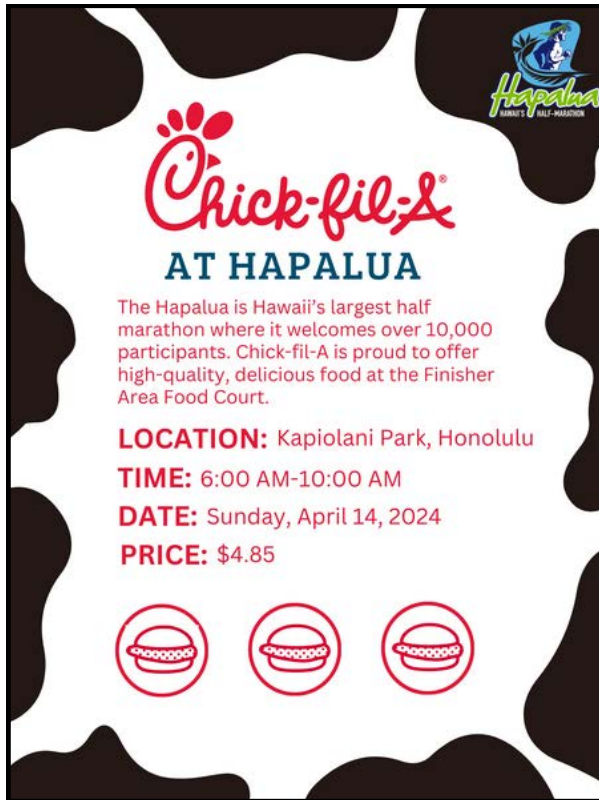
Chick-fil-A Event Poster #4.pdf





## Specific Events Posters - PART 1

Collaborating with the Events Team, we generated posters for 3 events- Hapalua Half-Marathon, UH Orientation, and Chick-fil-A Day.



Hapalua x Chick-fil-A Poster.pdf



Chick-fil-A Day Poster.pdf



UH Orientation x Chick-fil-A Poster #1.pdf



UH Orientation x Chick-fil-A Poster #2.pdf



## Specific Events Posters - PART 2



Chick-fil-A+ Promotional Poster.pdf



Chick-fil-A Football Night Promotional Poster.pdf



Family Day Poster.pdf



Chick-fil-A x 808 CLEANUPS Poster.pdf





# EVENT MANAGEMENT

The event management team is responsible for recommending events to Chick-fil-A that will drive sales and usage of the mobile app. They are actively researching and proposing school events to enhance Chick-fil-A's community engagement efforts, organizing events for the Mobile Popup Kitchen, and collaborating closely with the Sales team. Furthermore, they are researching and suggesting fundraising campaigns or events in partnership with charitable organizations.



**Shinehah Remion**



**Ganer Nayusan**



**Sawyer Griffiths**



# EVENT MANAGEMENT

## Potential PR Donation List

These are potential list of companies and organization that may qualify for the annual Chick-fil-A donation. The rest of the list is found in the Box storage : "Companies PR List"

Company	Location
Hawaiian Humane Society	2700 Waialae Ave, Honolulu, HI 96826
Kōkua Hawai'i Foundation	66-249 Kamehameha Hwy B, Haleiwa, HI 96712
Hawaii Community Foundation	827 Fort Street Mall, Honolulu, HI 96813
Honolulu Habitat for Humanity	922 Austin Ln #C-1. Honolulu, HI 96817

## Spirit Nights Potential School List

These are list of both private and public schools in the island. Chick-fil-A can reach out to these schools for fundraising opportunities to collaborate for a greater cause. The rest of the list is uploaded in the Box storage: "Spirit Night School List"

Elementary Schools	Address	Contact Number
Kapolei Elementary School	91-1119 Kamaaha Loop	(808) 305-8700
Ho'okele Elementary School	511 Kunehi St	(808) 305-8500
Makakilo Elementary School	92-675 Anipeahi St	(808) 672-1122



## Is it a Match?

*Our team has made every effort to identify companies that align with Chick-fil-A's vision and mission. The list aims to provide insight into the values and operations of these non-profit organizations. We hope that this research will assist the owner in making informed decisions about donating to these non-profit organizations. The rest of the document is stored in the Box.*

### Potential Donor List (refined)

#### **Kōkua Hawai'i Foundation**

- Website: [Kōkua Hawai'i Foundation](#)
- Description: Kōkua Hawai'i Foundation, founded by musician Jack Johnson and his wife, Kim, supports environmental education in Hawai'i's schools and communities. They focus on sustainability and conservation efforts.
- Why it's a good match: Chick-fil-A can contribute to environmental sustainability by supporting a foundation dedicated to educating and inspiring the community to be environmentally responsible.

#### **Hawaii Community Foundation**

- Website: [Hawaii Community Foundation](#)
- Description: The Hawaii Community Foundation manages and distributes charitable funds to address the critical needs of the community, supporting a wide range of nonprofit organizations and initiatives.
- Why it's a good match: Chick-fil-A's commitment to community engagement can be further realized by partnering with the Hawaii Community Foundation to address the specific needs of the local community.

#### **Honolulu Habitat for Humanity**

- Website: [Honolulu Habitat for Humanity](#)
- Description: Honolulu Habitat for Humanity builds and repairs homes for families in need, promoting affordable housing and community development.
- Why it's a good match: Chick-fil-A's support for family values can extend to helping families in need secure stable housing, making a positive impact on the community.

#### **Malama Learning Center**

- Website: [Malama Learning Center](#)
- Description: Malama Learning Center focuses on environmental and cultural education, offering programs and resources to foster a deep appreciation for Hawai'i's natural and cultural heritage.
- Why it's a good match: Chick-fil-A can support education and cultural preservation by contributing to an organization that promotes these values in the local community.

#### **Surfrider Foundation Oahu Chapter**

- Website: [Surfrider Foundation Oahu Chapter](#)
- Description: The Surfrider Foundation is dedicated to protecting the world's oceans, waves, and beaches. The Oahu chapter focuses on preserving Oahu's coastal and marine ecosystems.
- Why it's a good match: Chick-fil-A can align with the Surfrider Foundation's commitment to environmental conservation, promoting a cleaner and healthier environment for its customers.

*\*The document is found in "Companies PR List"*





# EVENT MANAGEMENT

## 2024 EVENTS IDEAS



**Chick-fil-A New Year Countdown**  
Six days before New Year, Chick-fil-A will giveaway fries for Mobile-Thru customers.



**Chick-fil-A Football Night**  
During High School Seniors Night, Chick-fil-A mobile pop-up kitchen will serve students a delicious meal.



**Pipe Master at North Shore**  
Bringing the wave of chicken burgers to the annual surfing competition at North Shore



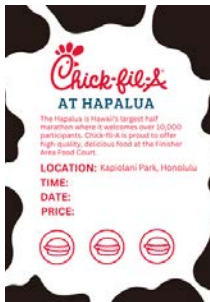
**Chick-fil-A+**  
Before June starts, Chick-fil-A will distribute Chick-fil-A+ tickets to schools around the Leeward District to award students who get an A or any outstanding achievement.



**BYUH New Student Orientation**  
As the new students come, Chick-fil-A will welcome them with their famous chicken burgers



**Leeward School Lunch**  
Chick-fil-A loves kids! And so, this event will feed elementary or high school students chicken burgers to raise brand awareness in the area



**Hapalua Marathon**  
Chick-fil-A also supports physical fitness! With this event, mobile kitchen will be stationed to provide healthy meal for runners

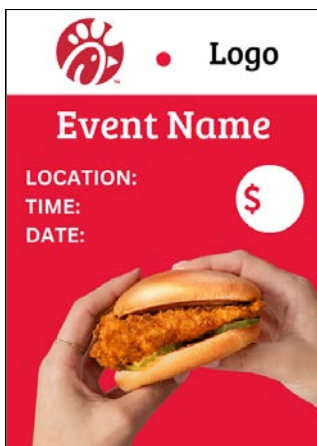


**UH Orientation**  
University of Hawaii is the largest student body in the island! A great opportunity for brand promotion during UH New Student Orientation



**Family Day**  
Chick-fil-A Family Day is a day where families can gather in the park to socialize and spend time together while enjoying Chick-fil-A sandwiches.

Considering that details are changeable, the print team created generic posters template for these events. These posters are found in the Box: “Chick-fil-A Generic Pop-up Event Posters” under the “Print” folder.







## Family Night Activities

*The following list are suggested Spirit Nights ideas with logistics and resources. More ideas are uploaded in the Box storage: "Spirit Night Activity Ideas"*

### HELP CHILDREN SHINE

- Activity: stargazing with a giant telescope
- Need: telescopes, blankets, constellation map guide, speaker for music, and a Chick-fil-A Mobile Popup Kitchen
- Visualization: People come for stargazing and eat Chick-fil-A with their friends and family

### COLORPAINT SOMEONE'S LIFE

- Activity: Art Activity
- Need: a canvas that has a sketch already (it can be a Hawaiian cow), paint, brush, paint, soap to wash off the paint, speakers for music, and a Chick-fil-A Mobile Popup Kitchen
- Visualization: Chick-fil-A will provide a huge canvas where kids/adults can color paint portions of the canvas. And this canvas can be posted inside the Chick-fil-A restaurant that will serve as a reminder of the connection to the local community.

### MUSIC NIGHT

- Activity: Solo or group singing karaoke
- Need: Speakers, microphones, stage, chairs, stage lights, an emcee, and a Chick-fil-A Mobile Popup Kitchen
- Visualization: Middle schools or locals can sign up for a slot. This will be a competition.



# EVENT MANAGEMENT

This quick reference guide outlines suggested events for Chick-fil-A's event calendar, with season-specific considerations. We trust these recommendations will assist in your planning.

## Chick-fil-A Event Calendar

<div>January</div>	<div>February</div>	<div>March</div> <div>BYUH Culture Night</div>
<div>April</div> <div>BYUH Graduation</div> <div>UH Graduation</div>	<div>May</div> <div>May Day</div> <div>Kapolei High School Graduation</div>	<div>June</div>
<div>July</div> <div>Chick-fil-A Day</div>	<div>August</div> <div>UH Freshmen Orientation</div> <div>Back to School Events</div>	<div>September</div> <div>Football Season</div>
<div>October</div> <div>Football Season</div>	<div>November</div> <div>Football Season</div> <div>BYUH Food Fest</div> <div>Half Marathon</div>	<div>December</div> <div>Full Marathon</div> <div>City Lights</div>



# BRANDING

The branding team is currently crafting buyer personas for Chick-fil-A's Mobile Thru app, targeting both tourists and locals. Additionally, they are compiling a detailed Kapolei Location Demographic Report to understand the specific demographic and contextual factors surrounding the Kapolei location, aiding Chick-fil-A's branding strategies.



**Tutehau Hunkin**



**Zhanhong Guo**



# BRANDING

The purpose of a buyer persona is to create a fictional representation of the ideal customer, detailing their demographics and preferences. This helps businesses tailor their products and marketing to better suit the needs of their target audience.



## TRAVELER MIKE



### Wants and Goals:

- Search for places that have very fast service
- Have fun with friends
- Look for the best deals on island
- Wants to eat the best fried chicken

### Risks:

- Does not want to wait in long lines
- Does not want to download an app for a one time use
- Only here for a short period of time

## WHO IS MIKE?

<b>Age:</b> 27 Years old	<b>Marital Status:</b> Single
<b>Origin:</b> Sydney, Australia	<b>Occupation:</b> Entrepreneur

## BIOGRAPHY

Mike is hosted by one of his mates at the Ko'olina Resort. His friend mentions that there is a spot called Chick-fil-A that serves the best chicken sandwich's and they give good deals on their Mobile-Thru app. One thing Mike is concerned about is that there is no need to use the app if Chick-fil-A is only a restaurant that resides in the US.

## WATERING HOLES



Instagram



TikTok



Google

**“Skip the Line, Savor the Flavor with Chick-fil-A’s Mobile-Thru.”**





# BRANDING

## Target Audience Research



According to visitor statistics, 871,870 visitors arrived in the Hawaiian Islands in December 2022.

The top tourist attraction in Kapolei today is the Ko Olina Lagoons



The average amount of money that a tourist spends in Hawaii is about \$350 per day (not including accommodations)

<https://dbedt.hawaii.gov/blog/23-03/>

<https://www.budgetyourtrip.com/united-states-of-america/hawaii>

Department of Business, Economic Development and Tourism



# BRANDING



## RESTLESS JARED



### Wants and Goals:

- Wants to eat at the best place that serves good chicken sandwiches
- Does not want to spend that much money
- Find a spot that is on the way to work

### Risks:

- Really loves eating at Jollibee but the wait time is long
- Does not like waiting in long lines

## WHO IS JARED?

<b>Age:</b> 34 Years old	<b>Marital Status:</b> Married, 1 child
<b>Origin:</b> Kapolei, Hawaii	<b>Occupation:</b> Ramp Agent

## BIOGRAPHY

Jared is a husband and father who lives in Kapolei. He works as a ramp agent for an airline company. It takes him about 30-40 minutes to get to work. He loves eating out and spending time with his family. He would love to find a convenient spot to eat fried chicken and also something that can use an app to speed up the process.

## WATERING HOLES



Instagram



Twitter/X



Google

**“Chick-fil-A Mobile-Thru: Eat More, Wait Less!”**



# BRANDING

## Target Audience Research

34 minutes is the average commute time for workers that are 16+ years old



6.1 percent of the population of Kapolei live in poverty and most have a low income.

The population for the town of Kapolei is about 23,248 people.





# BRANDING



## HEALTHY HEATHER



### WHO IS HEATHER?

<b>Age:</b> 35 Years old	<b>Marital Status:</b> Married, 2 children
<b>Origin:</b> Kapolei, Hawaii	<b>Occupation:</b> Nurse

### BIOGRAPHY

Heather is a nurse from Kapolei, Oahu, Hawaii. She loves convenience and quality while dining out and is involved in her community. She is married with two school-aged children, so family-friendly dining alternatives are important to her.

### Wants and Goals:

- She prioritizes a healthy lifestyle even with a hectic schedule.
- Use less money can eat the most health food
- Have a chance to travel the world

### Risks:

- Sometimes her working so busy that doesn't have too much time to get food
- She usually goes grocery shopping every two weeks.

### WATERING HOLES



Instagram



Facebook



Google

**“Chick-fil-A Mobile-Thru:  
Fueling Your Healthy Lifestyle”**





# BRANDING



## WORKING WADE



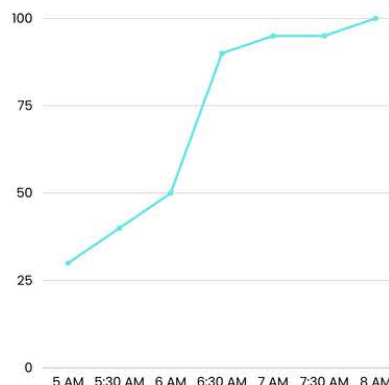
## WHO IS WADE?

<b>Age:</b> 32 Years old	<b>Marital Status:</b> Single
<b>Origin:</b> Kapolei, Hawaii	<b>Occupation:</b> Aircraft Mechanic

## BIOGRAPHY

Wade is a single man living in Kapolei Hawaii. He is an aircraft mechanic working at the Daniel K. Inouye airport during the morning shift. He drives himself to work every morning and loves to pick up breakfast when time allows. If it does, he prioritizes options that are affordable, fueling, and fast. Wade does not want to be late for work so he only stops at breakfast places on his way to work.

## RESEARCH & STATISTICS



- Peak morning traffic hours from west to town on HI are 5:30am to 8am
- 80.9% of workers used cars as their primary mode of commuting to work

**"Chick-fil-A: The Tasty Way to Begin Your Workday."**

## Wants and Goals:

- Looking for a quick and easy breakfast
- affordable
- Looking for an option that's already a part of his normal commute
- Wants to stay in his car

## Risks:

- Has to deal with traffic to and from town
- Tight schedule, always on a time crunch
- Closer fast food options could attract him based on convenience
- Many other fast food options for breakfast



## Demographic Facts

- The population in Kapolei, Hawaii is **23,248**.
- The total amount of households in Kapolei is **6,822** households.
- In Kapolei, **4,900.7** is the population per square mile.
- **97.4%** of the residents in Kapolei, HI are U.S. citizens.
- The top 3 ethnicity groups in Kapolei are; Asians (**28.1%**), Native Hawaiian/Pacific Islander (**12.7%**), and White (**12.4%**).
- The median age of the people in Kapolei is **32.7**.
- The average annual household income per household in Kapolei is **137,061**.
- The percentage of people **6.1%** that are in poverty in Kapolei.
- Employment in Kapolei, HI declined at a rate of **-1.21%**, from **10.5k** employees to **10.4k** employees.



# BRANDING

## Top Employers on Oahu

Table 12.15-- EMPLOYMENT BY THE 25 LARGEST PRIVATE EMPLOYERS:  
2019 AND 2020

[As of December 31. Ordered according to number of employees in 2020]

Employer	Year estab. in Haw aii	2019		2020	
		Rankees	Employ- ees	Rankees	Employ- ees
The Queen's Health Systems 1/	1985	1	7,479	1	8,130
Hawaii Pacific Health	2001	2	7,273	2	7,102
Hawaiian Electric Industries Inc.	1981	3	3,841	3	3,702
Kamehameha Schools	1887	4	3,758	4	3,380
Securitas Security Services USA Inc.	1961	7	2,302	5	2,461
Kaiser Foundation Health Plan	1958	6	2,477	6	2,286
Bank of Hawaii Corp.	1897	8	2,083	7	2,146
First Hawaiian Bank	1858	10	1,991	8	2,103
Prince Resorts Hawaii Inc.	1999	13	1,495	9 10	1,515
Aulani, A Disney Resort & Spa	2011	11	1,800	11	1,400
Polynesian Cultural Center	1963	12	1,500	12	1,250
Hawaiian Telcom	1983	14	1,115	13	1,100
Halekulani Corp.	1980	(2/)	(2/)	14	941
KTA Super Stores	1916	(2/)	(2/)	15	900
Hawaiian Dredging Construction Co. Inc.	1902	(2/)	(2/)	16	882
Grand Hyatt Kauai Resort & Spa	1990	16	906	17	864
Four Seasons Resort Lanai	1991	18	850	18	850
Central Pacific Bank	1954	17	851	19	825
Kamaaina Care Inc. dba Kamaaina Kids	1987	19	782	20	741
Nan Inc.	1990	20	736	21	716
Waianae Coast Comprehensive Health Center	1972	23	674	22	624
Hyatt Regency Waikiki Beach Resort & Spa	1976	(2/)	(2/)	23	585
Hawaii Pacific University	1965	(2/)	(2/)	24	559
Bayer U.S. - Crop Science	1967	22	681	25	528
Fairmont Orchid, Hawaii	1990	21	700		500
Hawaii Health Systems Corp.	1996	5	2,553	(2/)	(2/)
Oahu Transit Services Inc.	1992	9	2,026	(2/)	(2/)
Adventist Health Castle	1963	15	1,054	(2/)	(2/)
Ritz-Carlton, Kapalua	1994	24	640	(2/)	(2/)
Pasha Hawaii	1999	25	465		(2/)

1/ Queen's Medical Center established 1859.

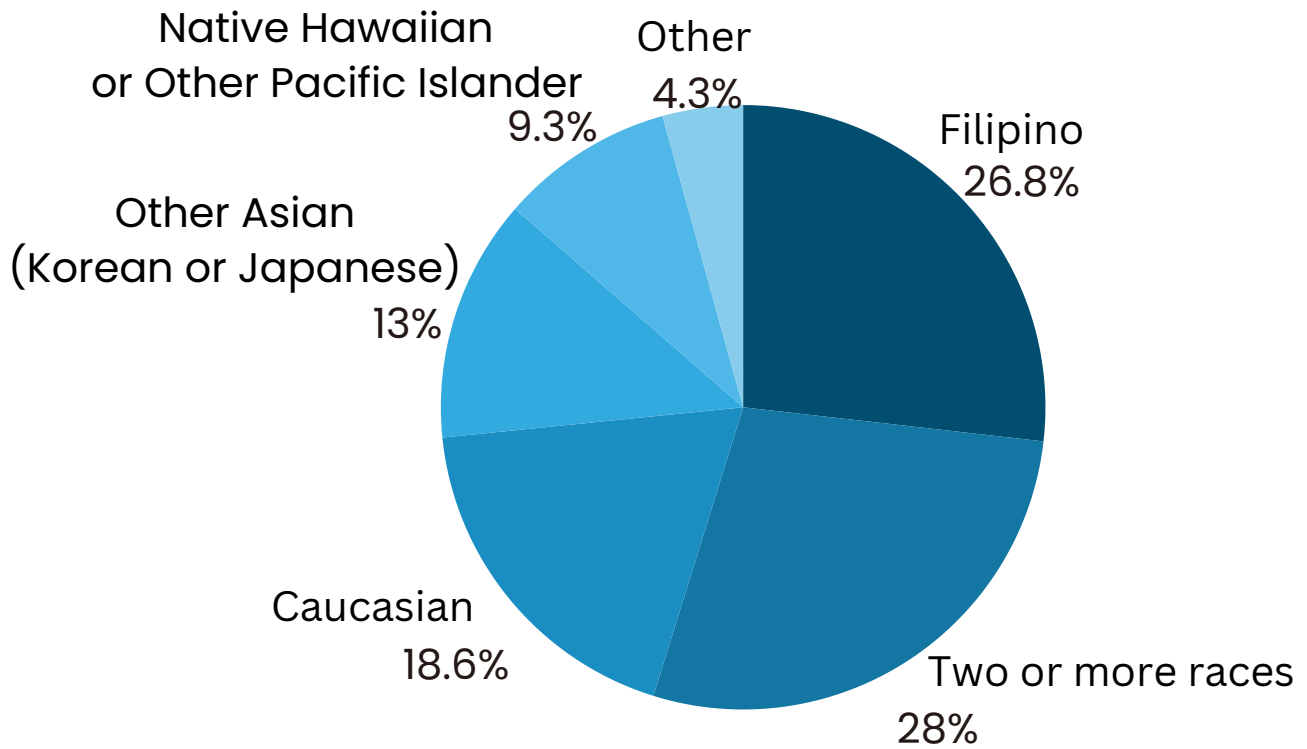
2/ Not ranked in year shown.

Source: *Pacific Business News*, "The List Employers - Statewide, Ranked by Number of Employees" "As of December 31, 2019" (July 3, 2020), page 17 <[https://www.bizjournals.com/pacific/digital-edition?issue\\_id=14716](https://www.bizjournals.com/pacific/digital-edition?issue_id=14716)> accessed July 6, 2020; and Ibid. "As of December 31, 2020" (July 9, 2021), page 11 <[https://www.bizjournals.com/pacific/digital-edition?issue\\_id=17223](https://www.bizjournals.com/pacific/digital-edition?issue_id=17223)> accessed July 9, 2021.

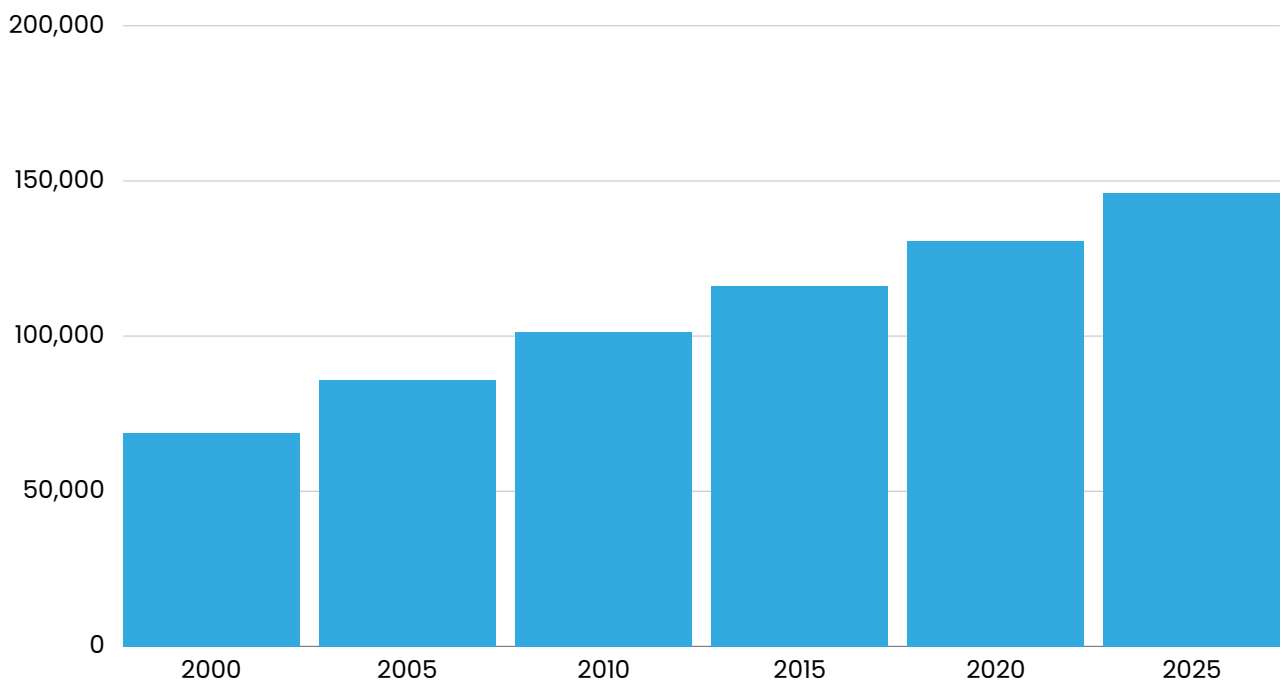


## Demographic Report

### Kapolei Region Population by Ethnicity



### Kapolei Population Growth 2000-2025

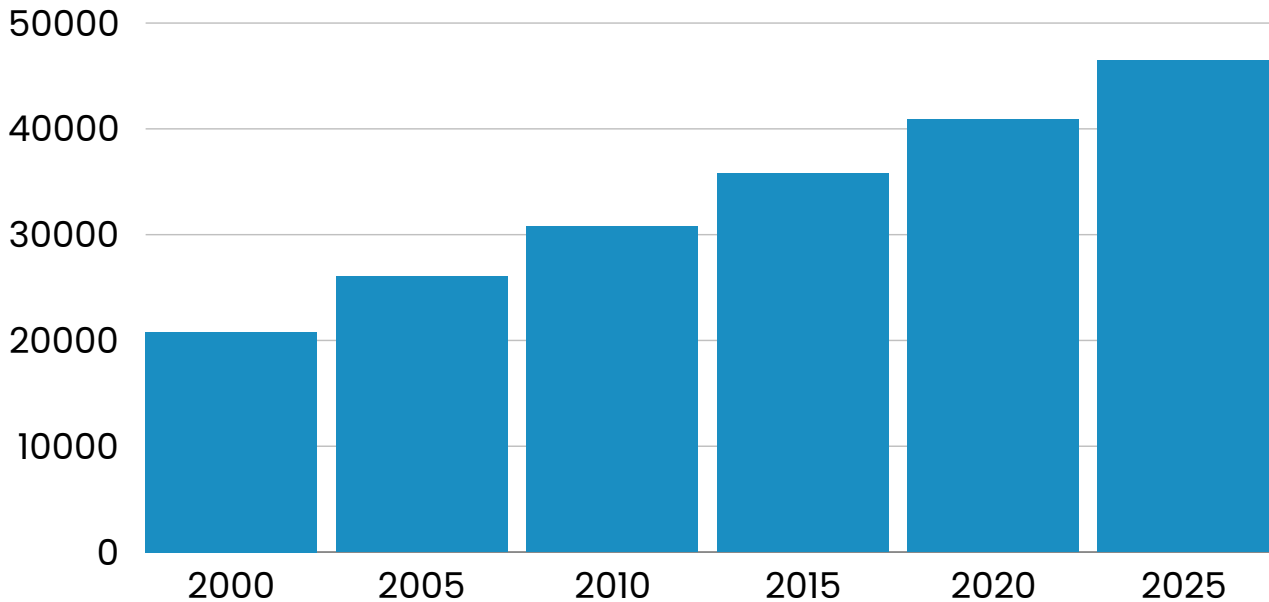




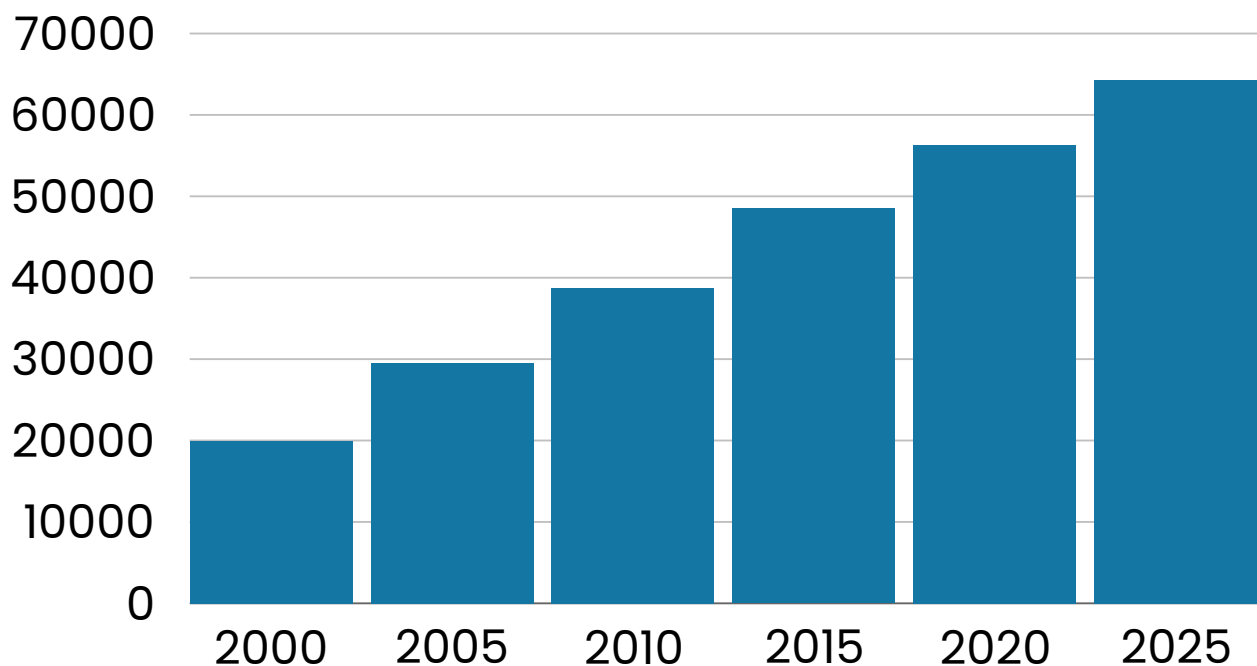


## Demographic Report

### Kapolei Housing Growth 2000-2025

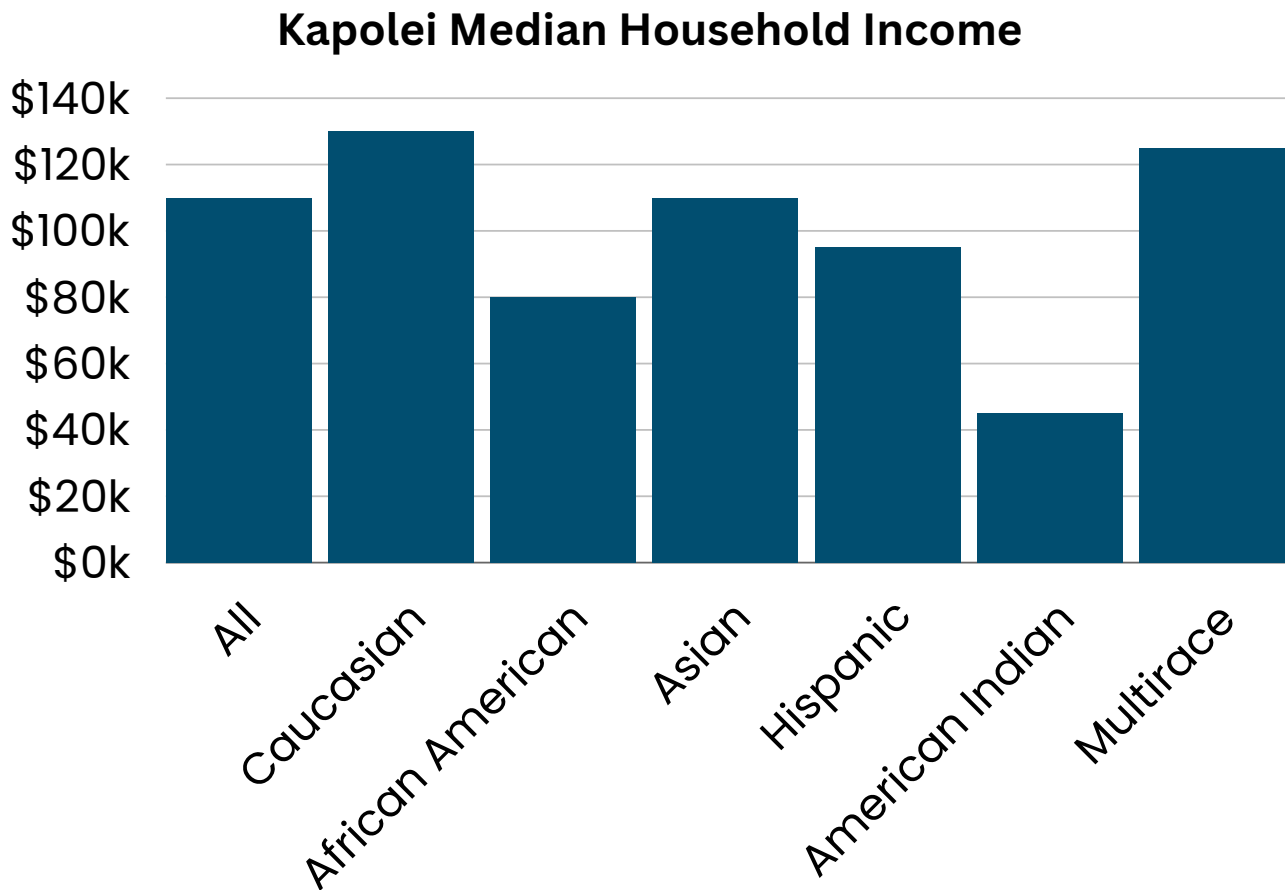


### Kapolei Number of Jobs 2000-2025





## Demographic Report



33<sub>yrs</sub>

Is the median age of people in Kapolei



# SOCIAL MEDIA

The social media team is currently developing recommendations for Chick-fil-A's social media campaigns to promote the mobile app and the Mobile-Thru program within that app. They are responsible for creating a pre-launch social media content calendar, preparing content for the launch day on December 7, and developing post-launch social media materials. Their tasks involve storyboarding Instagram stories and reels, as well as crafting engaging carousels that will serve as tutorials.



**Krisha Terrobias**



**Jiaqi Fu**



**Logan Ward**



## CONTENT IDEAS

*Here are some content ideas for the Chick-fil-A Instagram that you can use throughout the year. We got some ideas from other Chick-fil-A Instagram accounts and picked one of the best based on the algorithm and the number of likes.*

- Announcement Teaser
- Customer Stories
- Countdown Post
- Sneak Peak Inside
- Menu Highlights
- Meet the Team
- Promotions/Giveaway
- Behind-The-Scenes
- Hawaiian Culture Integration
- Opening Day Celebration
- Customer Testimonials
- Local Community Involvement
- Themed Hashtag Challenges
- Employee Spotlights
- FAQs and Pre-Opening Info
- Throwback Thursday
- Customer Engagement Posts
- Thank You Posts







# SOCIAL MEDIA

## Carousels

The carousels for pre-launch and post-launch will allow to showcase multiple images or content slides in a single post. This can enhance the visual appeal of the post and make it more engaging for viewers. Carousels also encourage followers to swipe through multiple slides, spending more time on the post, and potentially interacting with it by liking, commenting, or sharing.

## Pre-Launch



Mobile-Thru App Step-by-Step Carousel #1

## Post-Launch



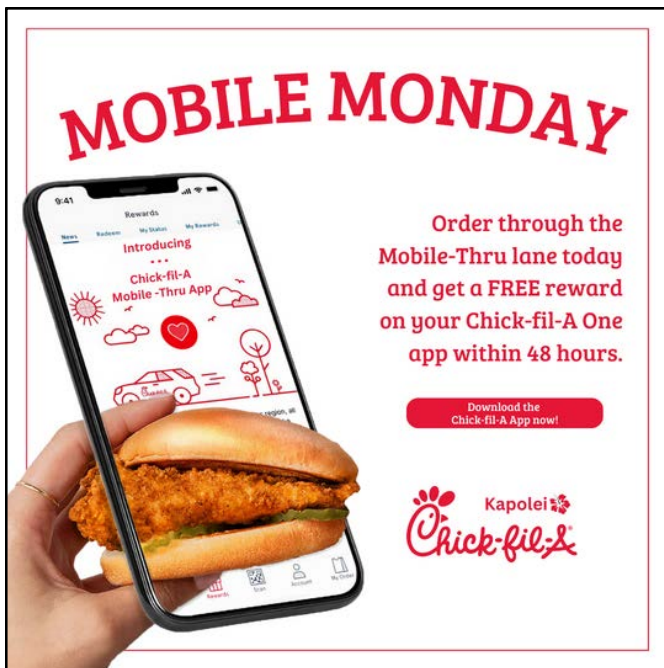
Mobile-Thru App Step-by-Step Carousel #2



# SOCIAL MEDIA

## Mobile Monday

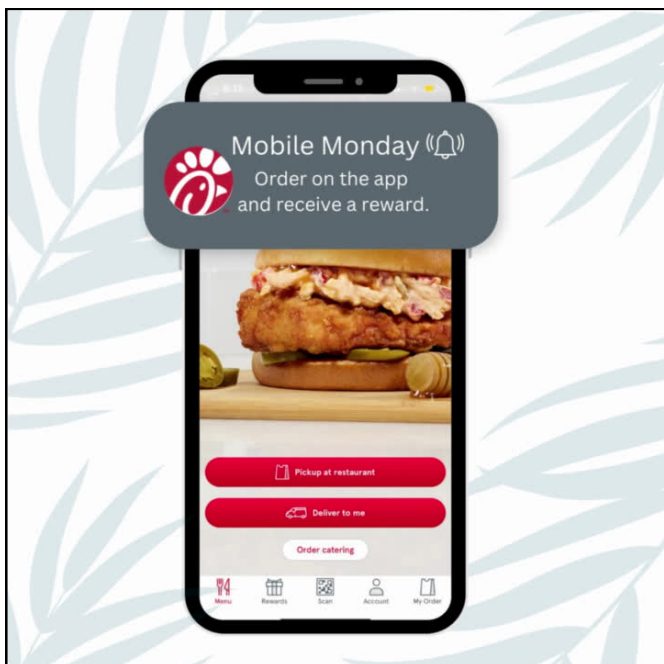
The purpose of Mobile Monday is to give people some motivation to come and visit Chick-fil-A on Monday, the slowest day of the week for a typical Chick-fil-A franchise. The idea behind Mobile Monday is to create an incentive for customers to come to the restaurant to redeem their reward for coming in on Monday. This will help provide a consistent stream of customers throughout the week and help make even the slowest days of the week busy.



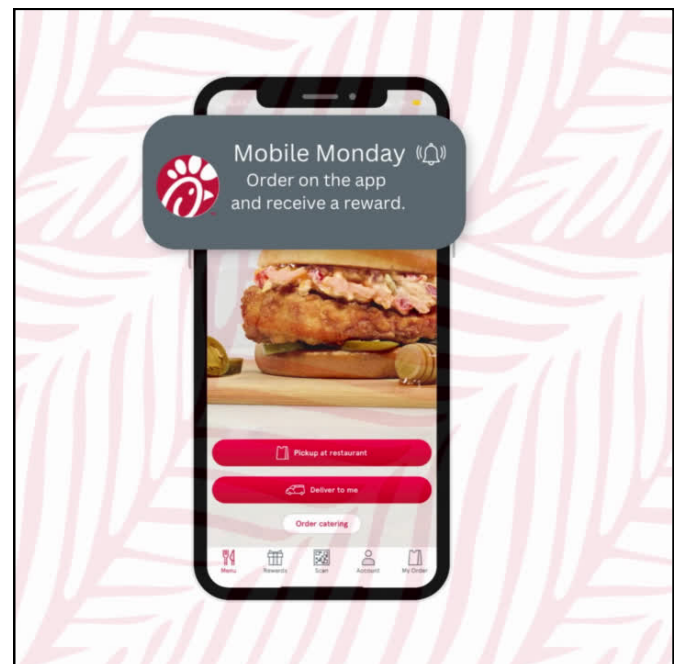
Mobile-Monday App Post #1



Mobile-Monday App Post #2



Mobile-Monday App Post (Animated) #1



Mobile-Monday App Post (Animated) #2



# SOCIAL MEDIA

## Pre-launch Content Creation - Posts - PART 1

*These posts integrated Hawaii design, giving them a more local feel and capturing the taste of aloha. They will also bring out the distinctive atmosphere of Chick-fil-A in Kapolei.*



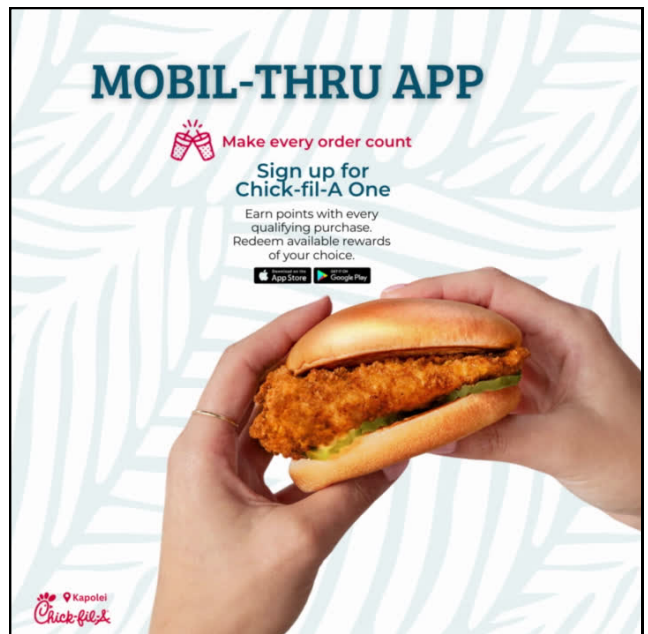
Mobile-Thru App Post #1.png



Mobile-Thru App Post #2.png



Pre-launch Post #1.png



Pre-launch Mobile-Thru(Animated) #3.png

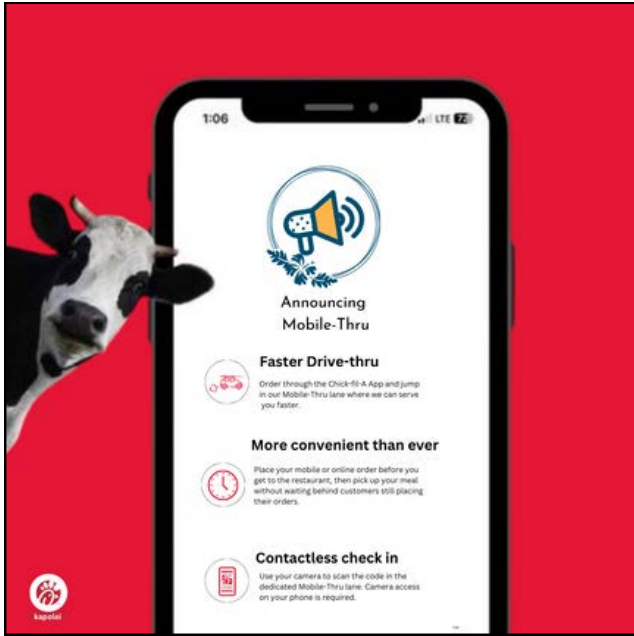




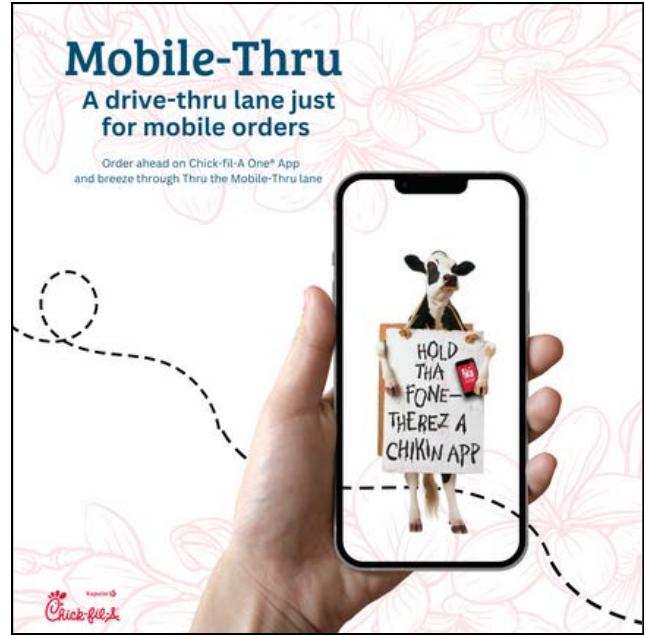
# SOCIAL MEDIA

## Pre-launch Content Creation - Posts - PART 2

*These posts integrated Hawaii design, giving them a more local feel and capturing the taste of aloha. They will also bring out the distinctive atmosphere of Chick-fil-A in Kapolei.*



Mobile-Thru App Pre-launch Post #1.png



Mobile-Thru App Pre-launch Post #2.png



Mobile-Thru App Pre-launch Post #3.png



Mobile-Thru App Pre-launch Post #4.png





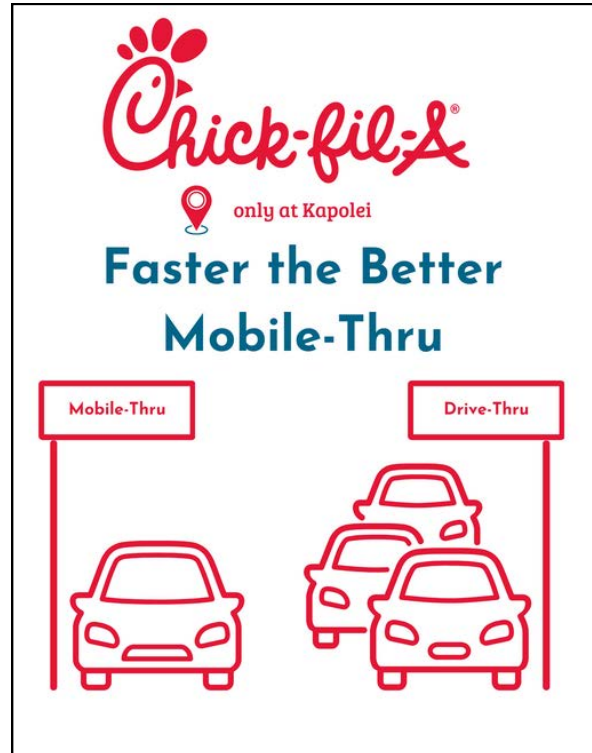
# SOCIAL MEDIA

## Pre-launch Content Creation - Posts - PART 3

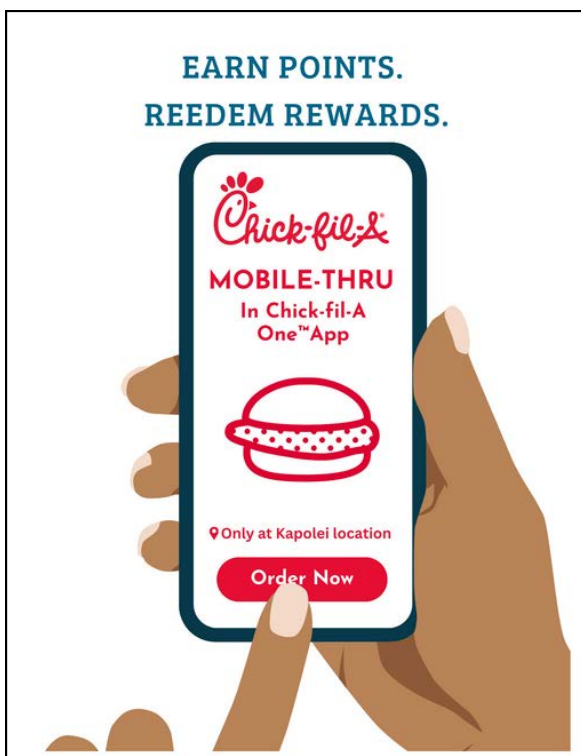
*These are the mobile-thru app posts that highlight the benefits. The bold words “Faster, Save, Earn Points” will incentivize followers to download the app.*



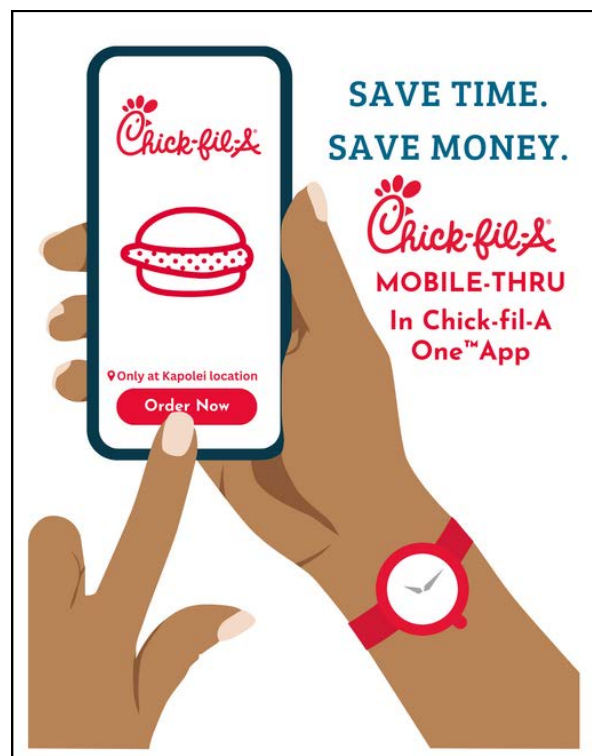
Mobile-Thru App Post #1.png



Mobile-Thru App Post #2.png



Pre-launch Mobile-Thru #3.png



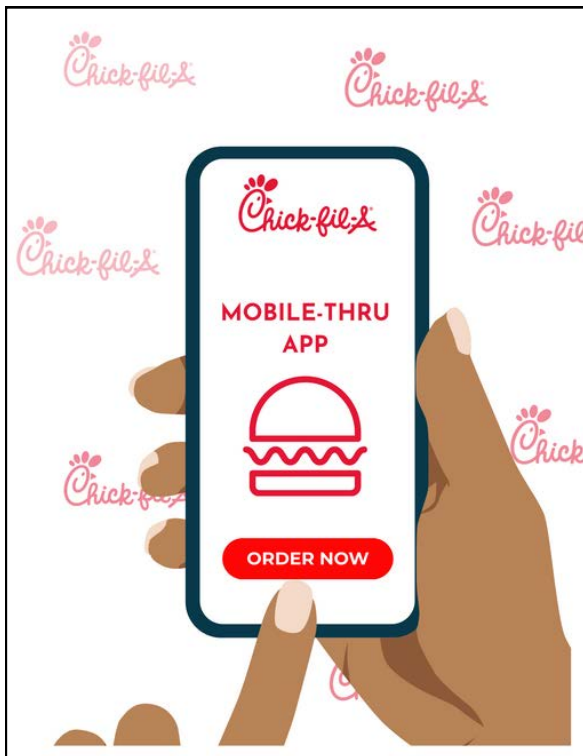
Pre-launch Post #1.png



# SOCIAL MEDIA

## Post-launch Content Creation - Posts - PART 1

*These are the mobile drive-thru app posts that enable followers to instantly become aware of the app's presence.*



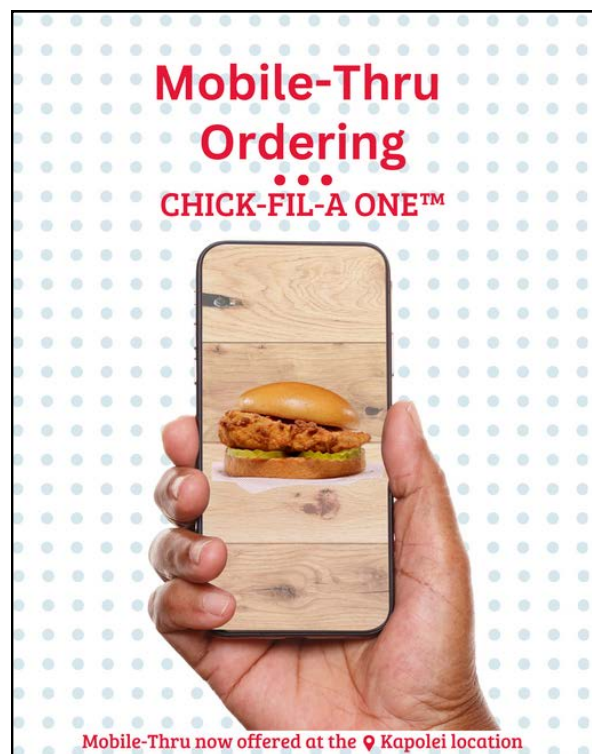
Mobile-Thru App Post #1.png



Mobile-Thru App Post #2.png



Post-launch Mobile-Thru #3.png



Post-launch Post #1.png





# SOCIAL MEDIA

## Pre-launch Content Creation - Stories

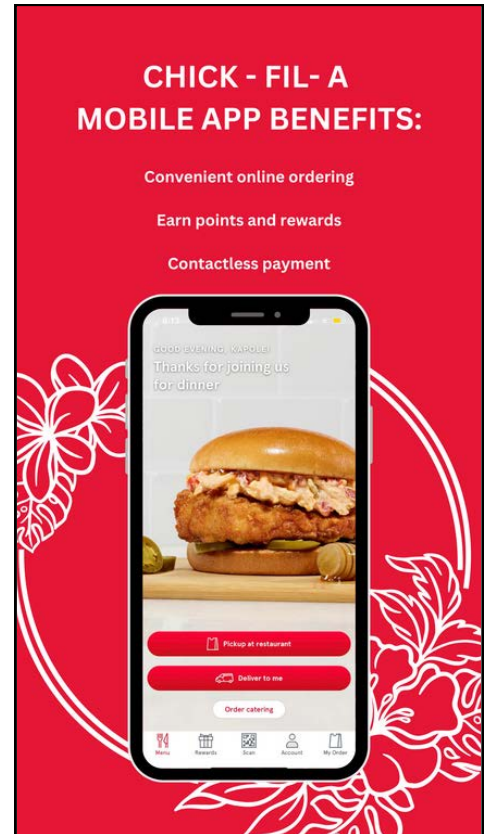
The Pre-launch stories will generate excitement and anticipation among followers. Teasing upcoming events, menu items, or the opening of the restaurant creates a sense of curiosity and eagerness.



Pre-launch Story #1.png



Pre-launch Story #2.png



Pre-launch Story #3.png



Pre-launch Story #4.png



Pre-launch Story #5.png



Pre-launch Story #6.png



# SOCIAL MEDIA

## Post-launch Content Creation - Collab Posts 1

The post-launch collab posts will generate excitement and anticipation among followers and consistent Chick-fil-A goers. The idea behind the collaboration post is to spread awareness to active Chick-fil-A customers about the new branch opening on the island of Oahu.



Post-launch Collab Posts #1.png



Post-launch Collab Posts #2.png



Post-launch Collab Posts #3.png



Post-launch Collab Posts #4.png





# SOCIAL MEDIA

## Post-launch Content Creation - Collab Posts 2

The post-launch collab posts will generate excitement and anticipation among followers and consistent Chick-fil-A goers. The idea behind the collaboration post is to spread awareness to active Chick-fil-A customers about the new branch opening on the island of Oahu.



Post-launch Collab Posts #5.png



Post-launch Collab Posts #6.png



Post-launch Collab Posts #7.png



Post-launch Collab Posts #8.png



# SOCIAL MEDIA

## Content Creation - Events

These event posts have been made in collaboration with the events team in B Digital. They are formatted to fit the popular social media platforms. They will spread awareness of the many events that Chick-fil-A Kapolia will host for the surrounding communities.



Post-launch Events #1.png



Post-launch Events #2.png



Post-launch Events #3.png

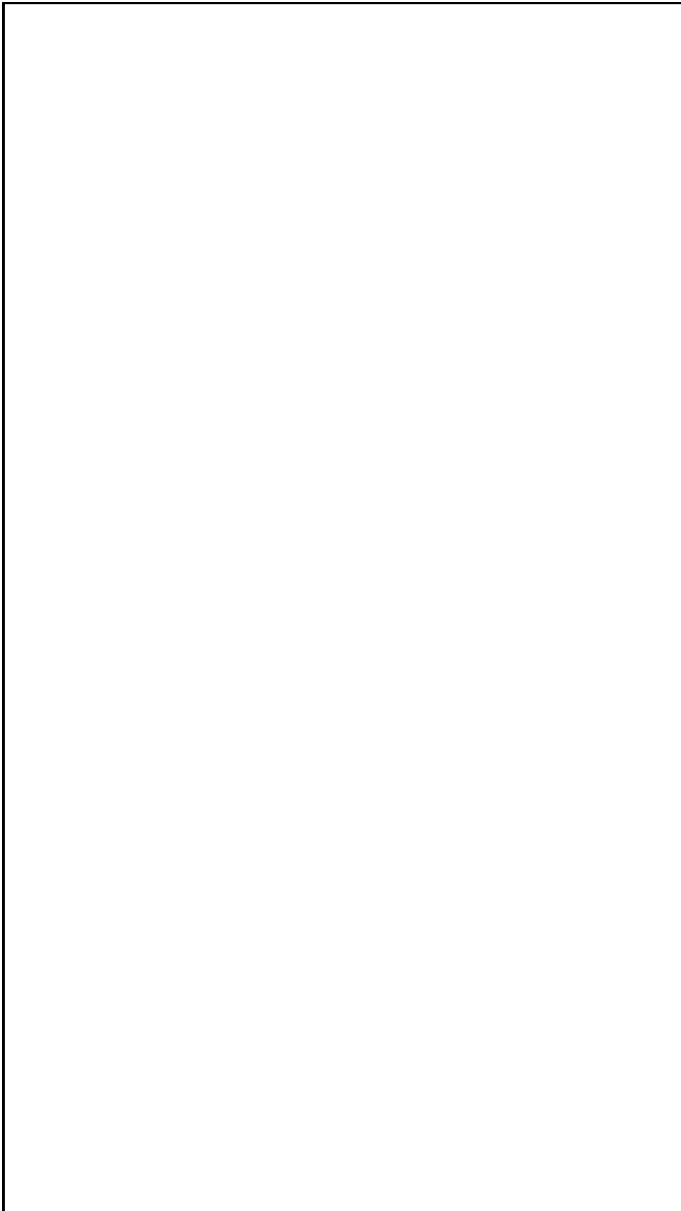


Post-launch Events #4.png

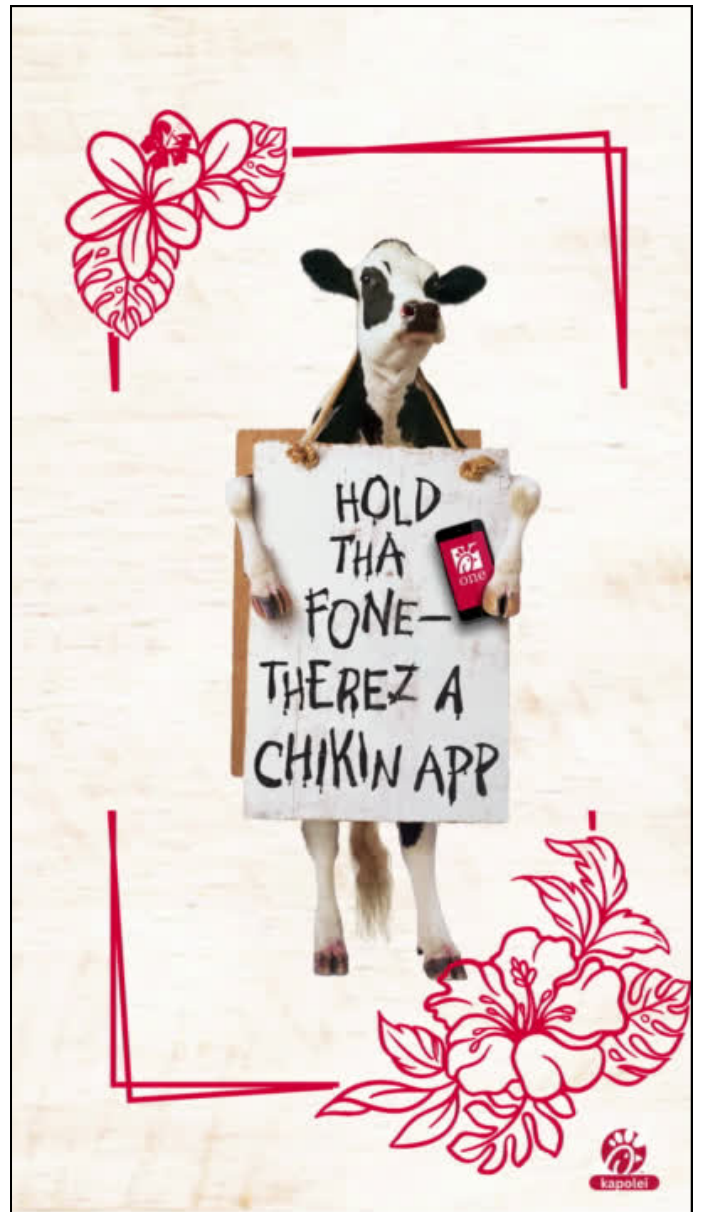


## Post-launch Content Creation - Animated Stories

These animated stories were created to provide engaging content that is also informative about the Chick-fil-A app. The idea was to spread awareness about the Chick-fil-A app through an animated story.



Post-launch Story #1.png



Post-launch Story #2.png



# SOCIAL MEDIA

## Post-launch Content Creation - GIF Stories

The GIF stories were created to provide engaging content that is also informative about the Chick-fil-A app. The idea was to spread awareness about the Chick-fil-A app through a GIF story.

**Skip the line!**

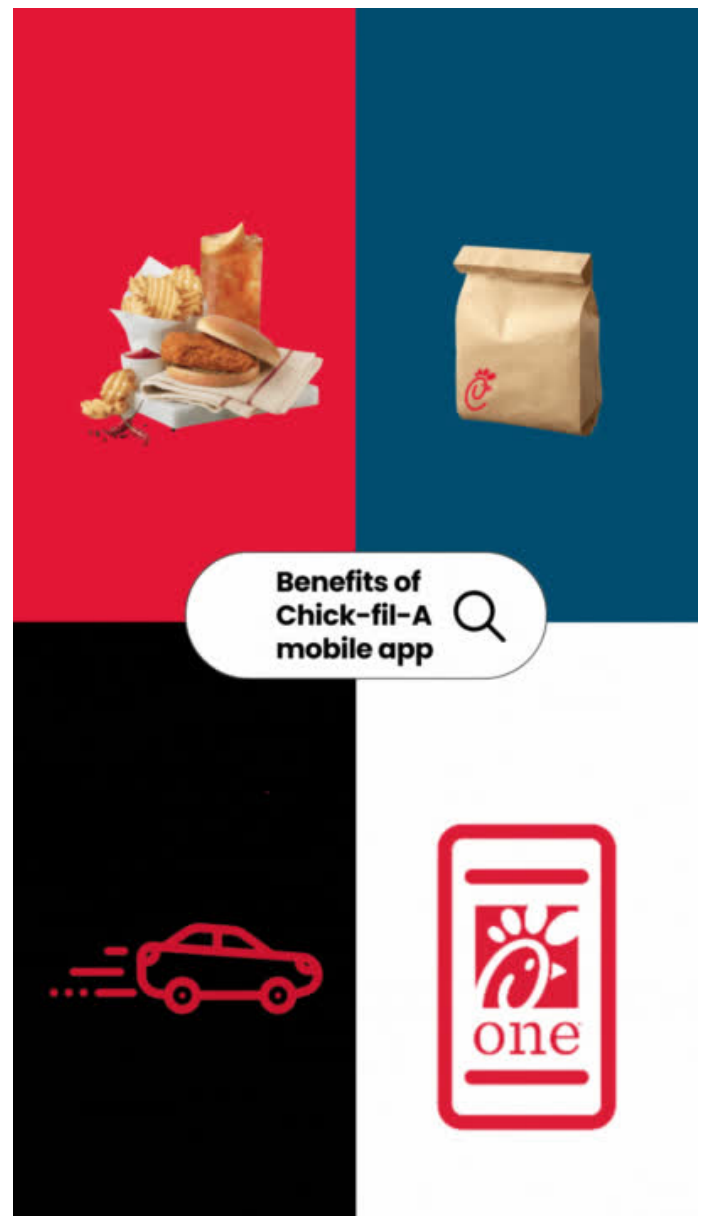
**With Mobile-Thru**

**📍 Kapolei**



**Chick-fil-A**

Post-launch Story #3.png



Post-launch Story #4.png





# SOCIAL MEDIA

## Pre-launch Content Creation - Reels 1

The Purpose of the Reels: Inform and Engage

Our goal with creating reels was to deliver informative and engaging content about the Chick-fil-A app, with an emphasis on the Mobile-Thru feature. Our aim was to raise awareness about Mobile-Thru through reels.



Mobile-Thru App Reel #1



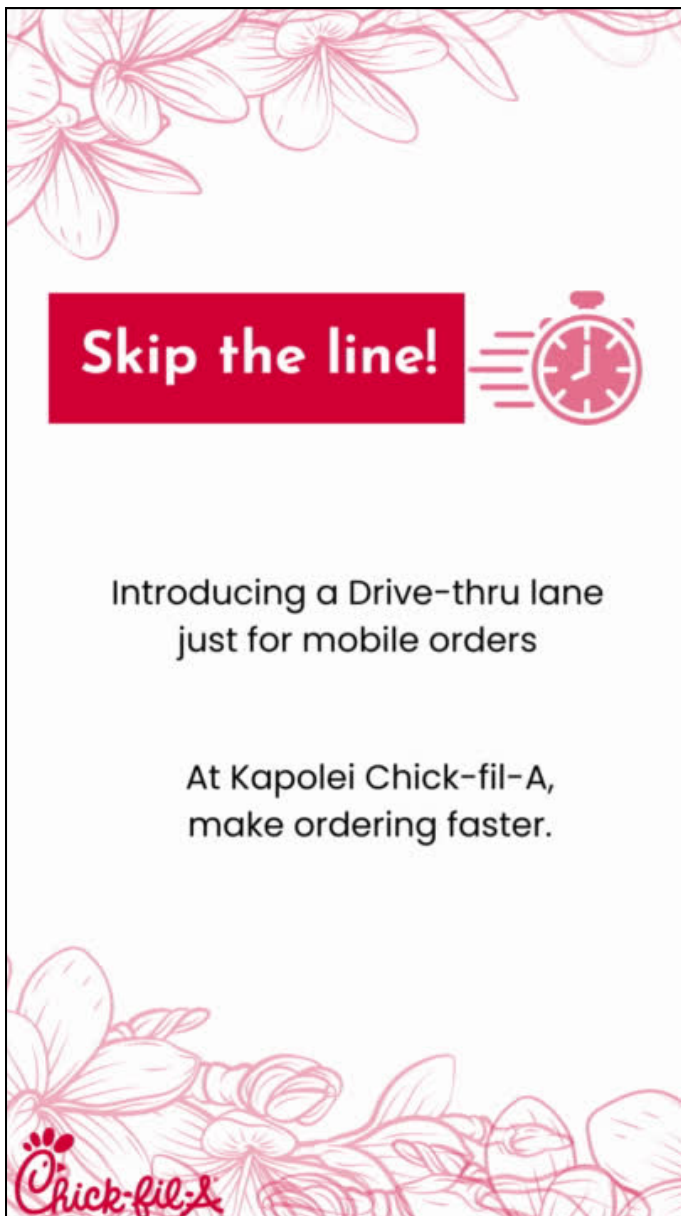
Mobile-Thru App Reel #2



# SOCIAL MEDIA

## Pre-launch Content Creation - Reels 2

The main purpose of the reels was to create engaging and informative content about the Chick-fil-A app, with a specific focus on the Mobile-Thru feature. The goal was to increase awareness about Mobile-Thru by sharing it through social media reels.



Mobile-Thru App Reel #3



Mobile-Thru App Reel #4

A photograph of Chick-fil-A food items. In the foreground, there is a white perforated container filled with mac and cheese, featuring the red Chick-fil-A logo. To the left, a pile of golden-brown chicken nuggets is visible. In the background, a small container of red dipping sauce with a silver spoon is partially seen.

# A Note to the Chick-fil-A Kapolei Ohana

Dear Chick-fil-A Kapolei Ohana,

We hope that you find these marketing recommendations helpful and we express our gratitude for your time and participation in class, your tour of the Chick-fil-A location, the gift cards, surveys, and your valuable feedback. Your commitment to providing real-world experience has been immensely valuable to us, as marketing students, and we appreciate you and Chick-fil-A's role as a commendable community partner. Thank you for the collaboration, and we look forward to the positive outcomes ahead.

Mahalo,

# MAHALO, from the bdigital Team



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