



# Chick-fil-A Integrated Marketing Communication Plan

Chick-fil-A, a prominent fast-food chain, is embarking on an innovative marketing strategy to enhance the adoption and usage of its Mobile Thru function within the Chick-fil-A app. With a focus on streamlining the ordering process, improving customer experience, and boosting overall sales, Chick-fil-A targets two key audience segments: tourists in West Side Resorts and local customers in the Kapolei/Ewa Beach area. The buyer personas, Haruto Rin and Alex Loca, represent these audiences' diverse needs and preferences, guiding the development of tailored creative briefs. The overarching goal is to seamlessly integrate Chick-fil-A's Mobile Thru into the daily routines of these audiences through a comprehensive marketing approach outlined in Creative Briefs. The strategy encompasses engaging visuals, impactful events, social media campaigns, and TikTok marketing, each designed to create awareness, drive app downloads, and foster a lasting connection between Chick-fil-A and its customers.

The primary goal of the Integrated Marketing Communications (IMC) Plan for Chick-fil-A is to boost the adoption and usage of its Mobile-Thru function among tourists and local customers. Specific objectives include driving app downloads by highlighting the convenience of Mobile-Thru, fostering more robust customer engagement through personalized experiences on the app, increasing overall sales by promoting it as a time-saving option, and reinforcing Chick-fil-A's commitment to community values by partnering with the Keiki To Kupuna Foundation. Additionally, the plan aims to reach younger demographics, such as Generation Z and Millennials, through TikTok marketing, aligning the brand with current cultural trends. Ultimately, the IMC Plan seeks to enhance Chick-fil-A's market presence, improve customer connections, and positively contribute to sales and community support.

The compiled Creative Briefs for Chick-fil-A are designed to achieve multifaceted goals. Through visually appealing campaigns, they aim to generate awareness among tourists and local customers about the advantages of using Chick-fil-A's Mobile-Thru. Additionally, the briefs seek to drive the adoption of the Chick-fil-A app and its Mobile-Thru function by highlighting convenience and personalized options, fostering brand loyalty by aligning with customer values, and contributing positively to the community through support for the Keiki To Kupuna Foundation. Moreover, the briefs strategically leverage TikTok's popularity to create dynamic and engaging promotional content, targeting a broader audience and particularly appealing to younger demographics, ultimately increasing app adoption and solidifying Chick-fil-A's presence in current cultural trends.

By achieving these objectives, Chick-fil-A aims to solidify its position as a customer-centric and socially responsible brand while driving increased app adoption and usage, ultimately leading to sustained business growth.





## Research, Messaging, & Branding

These comprehensive buyer personas outline a strategic plan, catering to two distinct target audiences: tourists in West Side Resorts and local customers in Kapolei/Ewa Beach. The buyer persona profiles for Haruto Rin and Alex Loca provide insights into their motivations and pain points. Recommendations include in-app language options, specialized tourist promotions, loyalty programs, local collaborations, and health-focused menu promotions for locals. The goal is to enhance customer experience, streamline the ordering process, and boost sales by aligning with the specific needs of each audience.

# "Chick-fil-A Mobile Thru: Savor Every Moment, Skip the Wait!"

### INTRODUCTION:

Chick-fil-A, a renowned fast-food chain, aims to achieve high adoption and usage of its Mobile Thru function within the Chick-fil-A app. The primary goal is to streamline the ordering process, enhance customer experience, and boost overall sales. The focus is on engaging two key target audiences: tourists visiting or staying in West Side Resorts and everyday local customers in the Kapolei/Ewa Beach area.

### BUYER PERSONA PROFILE:

#### Tourists Visiting/Staying in West Side Resorts:

Haruto Rin, a 30-year-old Project Manager from Japan, currently staying at Embassy Suites by Hilton Oahu Kapolei, places him in the heart of the West Side Resorts. He maintains a comfortable annual income of \$70,000, indicating his ability to indulge in premium experiences. He is passionate about exploring new places, and his extensive travels have made him tech-savvy. He values convenience in every aspect of his journey, from accommodations to dining.

As a project manager, he demands efficiency, and this has transcended into his personal life. He appreciates technology that simplifies tasks, making the Chick-fil-A app with its Mobile Thru function an attractive solution for his dining needs. Haruto enjoys using mobile applications to enhance his experiences, making him an ideal candidate for adopting and utilizing the Chick-fil-A app's features. He is not only comfortable with technology but embraces it wholeheartedly.

### MOTIVATION AND PAIN POINTS

- Experience local flavors, save time during travels, and share experiences on social media.
- Limited knowledge of local dining options, not fluent in English and time constraints during sightseeing.

### RECOMMENDATIONS

- In-app language options for tourists.
- Specialized promotions for mobile orders made within tourist hotspots.
- Engaging social media campaigns showcasing tourist-friendly deals.







# "Chick-fil-A Mobile Thru: Local Flavors, Instant Savors!"

## BUYER PERSONA PROFILE:

### Everyday Local Customers in the Kapolei/Ewa Beach Area:

Alex Loca is a 32-year-old Operations Manager deeply rooted in the Kapolei community. He resides at 92-1148 Panana St #338, Kapolei, HI. With an annual income of \$75,000, he enjoys a comfortable lifestyle. He is community-oriented, valuing the support of local businesses. His commitment to the well-being of his neighborhood and the relationships he builds within it makes him a central figure in the Kapolei/Ewa Beach area.

As an Operations Manager, Alex leads a bustling life, juggling various responsibilities. Time is a precious commodity, and he values efficiency in all aspects of his routine. The Chick-fil-A app's Mobile Thru function appeals to his need for convenience, allowing him to enjoy his favorite meals without compromising his busy schedule. Alex actively participates in local events and supports businesses contributing to the community's vibrancy. With its commitment to quality and community involvement, the Chick-fil-A brand aligns perfectly with Alex's values, making him a potential advocate for the Mobile Thru function.

## MOTIVATION AND PAINPOINTS

- Quick and reliable meals, support local businesses, save time for family.
- Busy work schedule, desire for variety in meals, prefers locally harvested ingredients, health concerns.

## RECOMMENDATIONS

- Loyalty programs, events, and promotions tailored to frequent local customers.
- Collaborations with local businesses for cross-promotions.
- Health-focused menu items are promoted through the app.

## REFERENCES

- <https://www.census.gov/quickfacts/kapoleicdphawaii>
- <https://datausa.io/profile/geo/kapolei-hi>
- <https://townfolio.co/hi/kapolei/demographics>
- <https://www.budgetyourtrip.com/united-states-of-america/hawaii>
- <https://dbedt.hawaii.gov/blog/23-03/>
- <https://www.hawaii tourism authority.org/media/4208/japan-fact-sheet-with-december-2019-data-rev.pdf>
- [https://www.glassdoor.com/Salaries/tokyo-project-manager-salary-SRCH\\_IL.0,5\\_IM1071\\_KO6,21.htm](https://www.glassdoor.com/Salaries/tokyo-project-manager-salary-SRCH_IL.0,5_IM1071_KO6,21.htm)





## Poster, Signage, & Awareness Cards

These present a comprehensive overview of promotional materials designed to increase awareness and adoption of the Chick-fil-A Mobile-Thru App at the Kapolei location. The materials include a vibrant poster with a clear call to action, strategic direction signage throughout the drive-thru, a pocket-sized awareness card featuring a compelling call to action, and an easy-to-scan QR code for app download.

### Poster Sample:

The poster sample is designed to increase awareness of the Chick-fil-A Mobile Thru App. It features a vibrant and eye-catching design that prominently displays the company's logo and a mouthwatering drawing of Chick-fil-A's signature chicken sandwich. The headline reads, "Savor Every Moment, Skip the Wait!" emphasizing the convenience and deliciousness of ordering through the app. Below the headline, there are critical benefits listed, such as "ORDER NOW" to give potential customers a call to action. The signs feature a consistent branding style, with Chick-fil-A's familiar color scheme and font. The poster also includes a QR code for easy app download and a clear call to action that encourages customers to download now to experience local flavors and save time during travel.

### Savor Every Moment, Skip the Wait!



### Direction Signage Sample:

The direction signage sample is intended to guide customers through the Chick-fil-A drive-thru only in Kapolei while promoting the Mobile Thru App. The signs feature a consistent branding style, with Chick-fil-A's familiar color scheme and font. Each sign is strategically placed at different sides in the signage to provide relevant information:

1. This sign welcomes customers and directs them to the Mobile Thru App lane, with fewer cars due to the time it takes them to order and receive their meals. The message reads, "Savor Every Moment, Skip the Wait!"
2. Positioned along the order lane, this sign reminds customers to use the app for quick and contactless ordering. It reads, "MOBILE-THRU."

By strategically placing these signs along the drive-thru route, we aim to increase app adoption and usage of the Mobile-Thru app as customers are reminded of the app's convenience and advantages at every stage of their Chick-fil-A experience.







**FRONT**



**Awareness Card Sample:**

The awareness card sample is a 105 x 148 mm pocket-sized card that customers can take, creating a lasting impression of the Chick-fil-A Mobile Thru App. The front of the card features the Chick-fil-A logo and a mouthwatering drawing of their famous sandwich. The headline reads, "Make ordering easy and rewarding." Below, there is a call to action that reads, "Download Now."

**BACK**



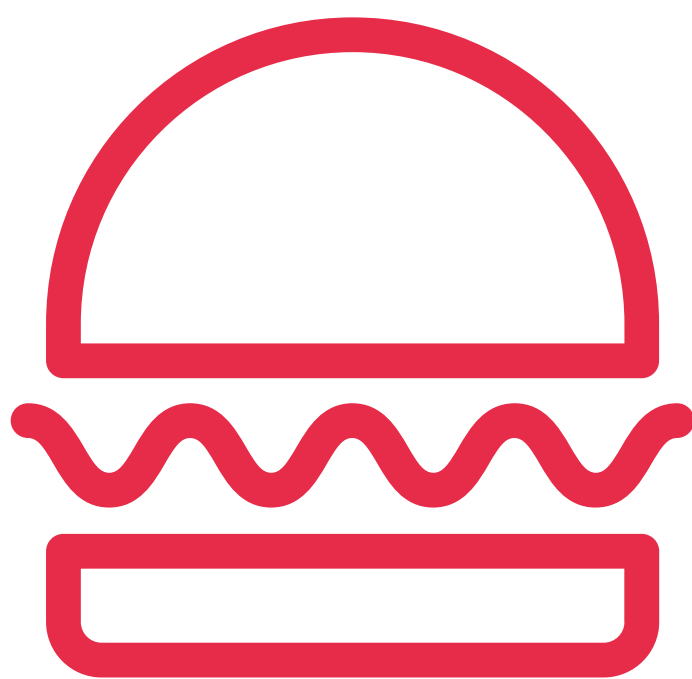
On the back of the card, there is an easy-to-scan QR for them to download the app whether they are an Android or iOS user—additionally, a call to action that reads "DOWNLOAD The Chick-fil-A App Now!" The card is designed to be enticing, informational, and easy to carry. It provides a tangible reminder for customers to download and use the app for their next Chick-fil-A visit through the quick and easy Mobile Thru offered at the Kapolei location.



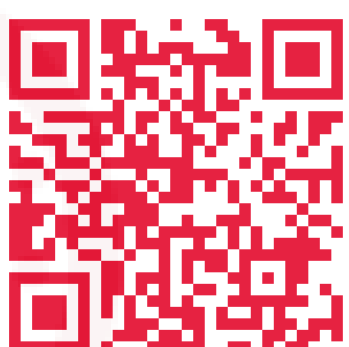
# Savor Every Moment, Skip the Wait!



**MOBILE-THRU  
APP**



**ORDER NOW**



Scan to  
download the  
Chick-fil-A App



only at Kapolei

Savor Every Moment,  
Skip the Wait!

**DRIVE-THRU**

**MOBILE-THRU**



Scan to download the  
Chick-fil-A App





FRONT

BACK



**Dimensions:** 104 x 148 mm

**Canva Link:** <https://www.canva.com/design/DAFymPsCXq4/hU96xil6YRJJu8tkeGHNgdA/edit>



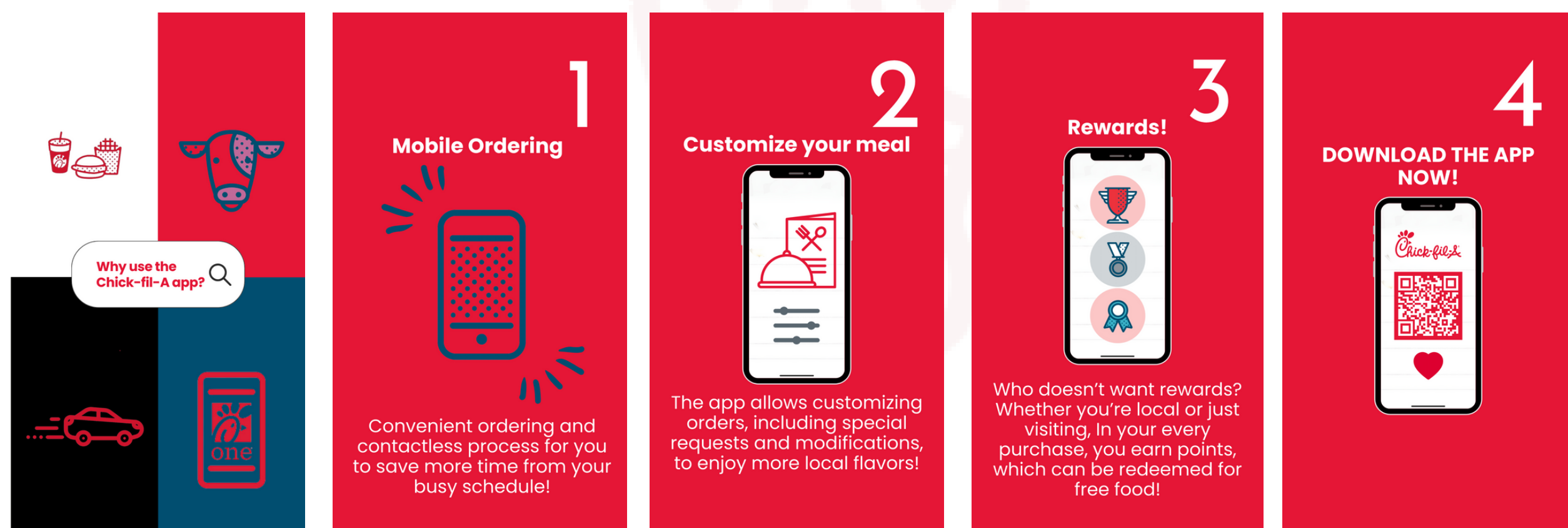




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## Social Media

These social media posts detail the strategic use of Instagram Reel and Carousel formats to promote Chick-fil-A's Mobile-Thru App. The Instagram Reel emphasizes the app's benefits—convenient ordering, customization, and rewards—with a clear call to action and a QR code for immediate download. The Instagram Carousel provides a step-by-step guide, urging users to download the Chick-fil-A One™ App, place orders through the Mobile-Thru feature, pick up orders in the designated lane, and enjoy rewards. The combined approach aims to effectively communicate the app's advantages, encouraging local and tourist audiences to use the app regularly.



The main message of the Instagram Reel is to highlight the compelling reasons for using the Chick-fil-A App. It encourages locals and tourists to download and use the Mobile Thru App by emphasizing several vital benefits:

- 1. Mobile Ordering:** The app offers convenient ordering and a contactless process, making it easier for customers to place orders and reduce wait times.
- 2. Customize Your Meal:** The app allows for personalized orders, including special requests and modifications to menu items. This feature ensures that customers can get exactly what they want.
- 3. Rewards:** Users can earn points with every purchase made through the app, which can be redeemed for free food. This feature adds a valuable incentive for customers to use the app regularly.
- 4. DOWNLOAD THE APP NOW!:** The call to action is clear and direct, urging viewers to download the app immediately. The attached QR code makes it even easier for users to take this action.

The Reel effectively conveys that using the Chick-fil-A App offers convenience, customization, and rewards, ultimately encouraging locals and tourists to download and use the app regularly.

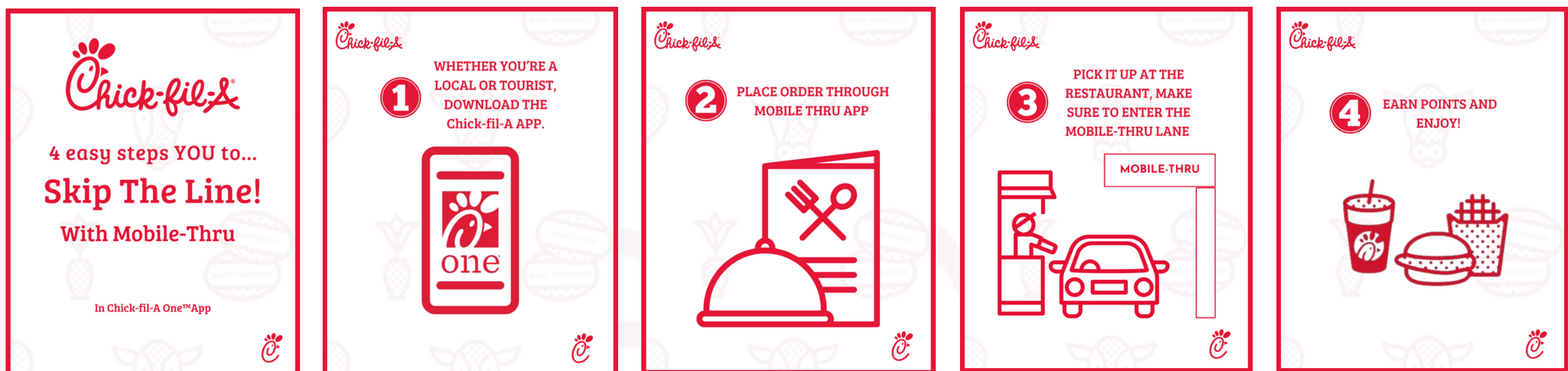
### Reel access link:

[https://www.canva.com/design/DAFzRtU\\_3Vs/QcH0G9YGeCcSPDhKLWDPmA/edit?utm\\_content=DAFzRtU\\_3Vs&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAFzRtU_3Vs/QcH0G9YGeCcSPDhKLWDPmA/edit?utm_content=DAFzRtU_3Vs&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)





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The Instagram Carousel is an informative and persuasive tool to engage Chick-fil-A's followers and potential local and tourist customers by highlighting the advantages of using the Mobile-Thru feature in the Chick-fil-A One™ App. Through a step-by-step guide, it demonstrates how easy it is to "Skip The Line" and enjoy a hassle-free dining experience.

- 1. WHETHER YOU'RE A LOCAL OR TOURIST, DOWNLOAD THE Chick-fil-A APP:** The first step is downloading the Chick-fil-A One™ App. This step immediately informs users that they need to have the app to access the Mobile-Thru feature, making it a crucial starting point. It encourages users to take the initial action of installing the app, setting the stage for what follows.
- 2. PLACE ORDER THROUGH MOBILE THRU APP:** This step illustrates the core benefit of using the Mobile-Thru feature. By emphasizing that customers can place their orders through the app, it conveys the convenience of avoiding long lines and crowded counters. It encourages users to imagine the time and effort they can save by placing their orders from the comfort of their devices.
- 3. PICK IT UP AT THE RESTAURANT. MAKE SURE TO ENTER THE MOBILE-THRU LANE:** The carousel clarifies the next logical step after ordering – picking up the food. It mentions using the designated Mobile-Thru lane, underlining that there's a separate, faster lane for app users. This emphasizes the efficient and streamlined nature of the process, further motivating users to try it out.
- 4. EARN POINTS AND ENJOY!:** The final step offers a compelling incentive for users to adopt the Mobile-Thru App – rewards. It highlights the benefits beyond convenience by mentioning that customers can earn points and enjoy their meals. This part of the message encourages users to see the value in using the app beyond just saving time; it also offers a rewarding experience.

**Carousel link:**

[https://www.canva.com/design/DAFzRbEJMz4/pxmMej7Zb\\_eata\\_kZ\\_h3JQ/edit?utm\\_content=DAFzRbEJMz4&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAFzRbEJMz4/pxmMej7Zb_eata_kZ_h3JQ/edit?utm_content=DAFzRbEJMz4&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)







## Event Management

This event proposes a strategic partnership between Chick-fil-A and the Keiki To Kupuna Foundation (KTKF), a Hawai'i-based non-profit, aligning with Chick-fil-A's commitment to family values and community support. The recommendation includes details for an event, the "Aloha Nourishment Celebration," aiming to celebrate Chick-fil-A's generous donation to KTKF and emphasize the importance of community support. The plan outlines the event's purpose, date, time, location, expected attendees, and a detailed budget and breakdown of costs. The proposed collaboration highlights Chick-fil-A's dedication to positively impacting Hawai'i's children and elders through nutritious meals and community engagement.

### Introduction:

For Chick-fil-A's generous donation, I recommend partnering with the Keiki To Kupuna Foundation (KTKF), a non-profit organization based in Hawai'i that focuses on improving the lives of children (keiki) and elders (kupuna) through their island-wide meal delivery service. Supporting KTKF aligns with Chick-fil-A's commitment to family values, community support, and providing nutritious meals.

### Research and Justification:

1. Alignment of Values: Chick-fil-A strongly emphasizes family values and community engagement. KTKF's mission to nurture the community and support the young and elderly members aligns well with Chick-fil-A's values.
2. Positive Impact: KTKF's Meals on Wheels Program has already significantly impacted, delivering over 10,000 meals to homebound and isolated seniors in Oahu. The positive testimonials from clients and caregivers demonstrate the tangible difference KTKF is making in the community.
3. Nutritional Focus: Chick-fil-A's commitment to providing quality food resonates with KTKF's dedication to preparing nutritious meals that cater to various dietary needs, including low salt, low sugar, and customizable options.
4. Community Partnerships: KTKF collaborates with the Honolulu City and County Elderly Affairs Division (EAD), showcasing a proactive approach to building partnerships for the greater good. This aligns with Chick-fil-A's community-oriented philosophy.

### References:

- <https://keikitokupuna.org/>
- <https://www.chick-fil-a.com/about/giving-back>

### Event Outline

**Event Title:** "Aloha Nourishment Celebration"

**Event Description:** A celebration event to mark Chick-fil-A's generous donation to the Keiki To Kupuna Foundation, recognizing the impact on the lives of Hawai'i's children and elders through nutritious meals.





**Purpose of Event:** "By the end of this event, the participants will celebrate the spirit of community, acknowledge the importance of supporting vulnerable populations, and foster a sense of unity in caring for our keiki and kupuna."

This event aims to celebrate the collaboration between Chick-fil-A and the Keiki To Kupuna Foundation, reinforcing the importance of community support and nourishment for both the young and elderly members of Hawai'i.

**Proposed Date/Time/Location:**

- Date: February 17, 2024
- Time: 2 pm - 7 pm
- Location: Kapolei Parkway - 91-5480 KAPOLEI PKWY Bldg. 3 Kapolei, HI 96707

**Expected Number of Attendees:** 400 attendees. The rationale is to invite local community members, Chick-fil-A representatives, KTKF staff, volunteers, and key stakeholders, ensuring a diverse representation of those involved in and impacted by this initiative.

**Budget for the Event and Breakdown of Costs:**

- Venue Rental: Free
- Catering: \$4,000
- Decorations and Signage: \$500
- Photography/Videography: \$1,000
- Guest Speaker Honorarium: \$1,500
- Miscellaneous (gifts, certificates): \$1,000
- Total Budget: \$8,000

**Supplies Needed and Cost of Supplies:**

- Event banners and Signage: \$300
- Audio-visual equipment: \$800
- Gift certificates for volunteers: \$400
- Total Supplies Cost: \$1,500

**Number of Volunteers/Employees Required:**

- Three volunteers and Twelve employees

**Roles of Each Volunteer:**

- Check-in Booth (2 employees)
- Food and Beverage Assistance (4 employees)
- Photographer/Videographer (2 volunteers)
- Guest Speaker Support (1 volunteer)
- Decorations and Setup (3 employees)
- Clean-up Crew (3 employees)

**Permissions Required:**

- Permission to use the venue
- Permission to photograph and record the event
- Coordination with local authorities for any necessary permits







## Aloha Nourishment Celebration

A celebration event to mark Chick-fil-A's generous donation to the Keiki To Kupuna Foundation, recognizing the impact on the lives of Hawai'i's children and elders through nutritious meals.

**LOCATION:** Chick-fil-A Kapolei

**TIME:** 2 PM – 7 PM

**DATE:** February 17, 2024



KEIKI TO  
KUPUNA  
FOUNDATION





## Inbound Strategies

This strategy proposes the integration of TikTok into Chick-fil-A's marketing strategy, aiming to promote the Mobile-Thru function of the Chick-fil-A app. The rationale centers on TikTok's visually engaging format, aligning with Chick-fil-A's target audience of Generation Z and Millennials. The plan outlines content creation strategies, engagement challenges, influencer partnerships, and exclusive promotions. Measurement metrics include tracking engagement, app downloads, usage, and influencer impact. Recommendations focus on continuously monitoring TikTok analytics, community engagement, consistent collaboration with influencers, and prompt implementation of exclusive promotions.

## TikTok Marketing for Chick-fil-A Mobile-Thru

### Objective:

The primary goal of incorporating TikTok into Chick-fil-A's marketing strategy is to create engaging content that promotes the Mobile-Thru function of the Chick-fil-A app. This aligns with our overall marketing objectives of increasing app adoption and usage among both tourists in West Side Resorts and local customers in the Kapolei/Ewa Beach area.

### Rationale:

TikTok is an ideal platform for promoting Chick-fil-A's Mobile-Thru App due to its visually driven, short-form video format that allows creative storytelling. This approach enhances the integrated marketing plan by adding a dynamic and visually appealing component. The strategic advantages of using TikTok include its appeal to Generation Z and Millennials, aligning with Chick-fil-A's target audience.

Chick-fil-A can leverage TikTok's creative content format to visually showcase the Mobile-Thru App's features, tapping into trends and challenges for maximum impact. Incorporating branded and user-generated content can enhance engagement and generate a viral effect. Collaborating with TikTok influencers who align with Chick-fil-A's brand values can quickly broaden the audience.

The adaptable nature of TikTok trends allows seamless integration of the Mobile-Thru App, keeping content relevant and aligned with popular culture. TikTok's analytics tools enable Chick-fil-A to measure campaign performance through key metrics. The platform's entertainment focus allows Chick-fil-A to create entertaining content while highlighting the app's convenience.

Clickable links in TikTok profiles provide a clear call to action, directing users to download the Mobile-Thru App or visit specific landing pages. By capitalizing on TikTok's features and audience, Chick-fil-A can execute a dynamic and engaging promotional campaign, effectively reaching a younger demographic in line with the platform's cultural ethos.







## Implementation Plan:

- Content Creation:
  - Develop a series of short, visually appealing videos highlighting the convenience and benefits of using Chick-fil-A's Mobile-Thru.
  - For Haruto Rin: Create videos featuring scenic views of West Side Resorts, showcasing the ease of ordering via the app while enjoying local flavors from their local menu.
  - For Alex Loca: Feature relatable scenarios of busy individuals using Mobile-Thru to save time without compromising Chick-fil-A's quality.
- Engagement and Challenges:
  - Launch TikTok challenges encouraging users to share their Mobile-Thru experiences with unique hashtags.
  - For Haruto Rin: Create a challenge around exploring local flavors through Chick-fil-A Mobile-Thru orders, encouraging them to share their favorite combinations.
  - For Alex Loca: Design challenges highlighting time-saving tips using Mobile Thru, reinforcing its convenience for the busy lifestyle
- Influencer Partnerships:
  - Collaborate with local influencers, such as food bloggers or travel influencers, to create authentic content showcasing their experiences with Chick-fil-A Mobile-Thru.
  - Leverage influencers who align with Chick-fil-A's values and resonate with the diverse backgrounds of our target audiences.
- Promotions and Discounts:
  - Introduce exclusive TikTok promotions, such as limited-time discounts or special menu items available only to users who place orders via Mobile-Thru after seeing the TikTok content.
  - Create a sense of urgency by emphasizing the time-sensitive nature of these promotions, driving immediate action.

## Measurement and Analytics

- Engagement Metrics:
  - Track likes, shares, comments, and views on TikTok videos to measure engagement.
  - Monitor the use of campaign-specific hashtags to gauge user-generated content.
- App Downloads and Usage:
  - Utilize TikTok's swipe-up feature to direct users to the Chick-fil-A app download page.
  - Track the increase in app downloads and the frequency of Mobile-Thru usage during and after the TikTok campaign.
- Influencer Impact:
  - Measure the reach and impact of influencer collaborations through referral codes or unique links for Mobile-Thru orders.





## Recommendations for Chick-fil-A

- Regularly monitor TikTok analytics to assess the performance of the campaign.
- Respond to user comments and engagement on TikTok to build community.
- Collaborate closely with influencers, providing them with critical messages and ensuring brand consistency.
- Implement exclusive promotions and discounts promptly within the Chick-fil-A app based on the campaign's success.

By following this plan, Chick-fil-A can leverage TikTok's popularity and creativity to promote the Mobile Thru function effectively, driving app adoption and usage among tourists and local customers.

### References:

- <https://www.theagency.jou.ufl.edu/post/tiktok-and-gen-z-a-look-at-how-brands-are-successfully-reaching-young-people>
- <https://blog.hootsuite.com/tiktok-marketing/#:~:text=TikTok%20marketing%20is%20the%20practice,Increase%20brand%20awareness>
- <https://digitalmarketinginstitute.com/blog/an-in-depth-look-at-marketing-on-tiktok>
- <https://www.forbes.com/sites/forbesbusinesscouncil/2022/04/13/the-way-of-tiktok-marketing-and-why-it-works-so-well/?sh=52d3b62b498e>

## Conclusion

In conclusion, Chick-fil-A's Integrated Marketing Communication (IMC) Plan is a comprehensive and innovative strategy to enhance the adoption and usage of its Mobile-Thru function. The plan targets tourists in West Side Resorts and local customers in the Kapolei/Ewa Beach area, focusing on streamlining the ordering process, improving customer experience, and boosting overall sales. The IMC Plan, guided by buyer personas Haruto Rin and Alex Loca, incorporates tailored creative briefs spanning various channels, including events, social media, and TikTok marketing, to create awareness, drive app downloads, and foster lasting connections.

The Creative Briefs are designed to achieve these goals, emphasizing convenience, personalization, brand loyalty, and community support. Leveraging TikTok's popularity, the briefs target a younger demographic, aligning the brand with current cultural trends. To measure the effectiveness of the Creative Briefs and the overall IMC Plan, a strategic approach involves tracking engagement metrics such as likes, shares, comments, and views, monitoring campaign-specific hashtags, and assessing app downloads and Mobile-Thru usage. By achieving these objectives, Chick-fil-A seeks to solidify its brand image, improve customer connections, and drive sustained business growth through increased app adoption and use.

