



Meet the Team



Lucy Arrow



Isabelle Segreti



Mia Wang



Rey Dwivedi



“Home away from Home”

Our goal for Chick-Fil-A Copley is to position it as an employer brand, a place where team members feel cared for and are encouraged to work hard and grow personally and professionally. We strive for you to be Boston's most caring company; making the restaurant a “home away from home” for college students, families, and the greater Boston community through great-tasting food, hospitality, and generosity.



Audience

- College students
- Local homeless community
- Families
- Team members of Chick-fil-A



“Eat Mor Chikin”



Strategies

1. Increase loyalty and brand awareness within iconic Boston areas
2. Leverage existing engagement with the Boston Marathon to increase brand visibility
3. Demonstrate commitment to the Boston community by collaborating with the Boston Public Library

Home run? Run home... To Chick-fil-A



Tactics



TikTok/Instagram Reels with Will Loggia

“Day In the Life of a BU Track & XC Athlete”

- Goes for a run and stops at the new Chick-Fil-A Fenway
- Promoting the new space, accessibility and proximity to college students and Red Sox fans

Instagram Post



Caption:

CHICK-FIL-A X FENWAY. COMING SOON.

#boston #community
#ChickFilAxFenwayPark #RedSox
#ItsOurPleasure

Digital Billboard in Kenmore Area

WATCH SUM
BASEBALL, EAT MOR
CHIKIN



**Why did the chicken cross the finish line?
... to get a free meal at Chick-Fil-A!**



Free chick-fil at the copley location for a week if you beat your personal time!

BOSTON MARATHON

GET FREE **CHICK-FIL-A** MEAL FOR A WEEK FOR BEATING YOUR RECORD DURING THE RACE!



CHICK-FIL-A COPLEY

569 Boylston St
Boston, MA 02116

April 15th, 2024 at 2:00 PM



chickfilaboston ✓
Chick-fil-A Copley Square

Why did the chicken cross the finish line?
... to get a free meal at Chick-Fil-A!



934 likes

chickfilaboston Calling all Boston Marathon runners!! Beat your personal time and get a FREE Chic-fil-A meal for a whole week 😊 ... more

View 5 Comments



Add a comment...

Pilot voucher program to spread community support

Chick-fil-A Cares



MEAL VOUCHER
ONE FREE ENTREE

VALID UNTIL DECEMBER 31ST, 2024

VOUCHER NO. 00183957



Tactics



www.chick-fil-a.com/stories

Tactics continued...



Chick-fil-®

Copley Employee Newsletter

Chick-fil-®

MEAL VOUCHER
ONE FREE ENTREE

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VOUCHER NO. 00183957



**BOSTON
PUBLIC
LIBRARY**

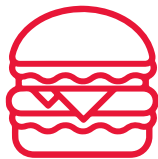


Chick-fil-®

*Join us in caring **for the community.***

We are offering **free meal vouchers** to the community right across the street. To show **our care** for the **Boston community**, we have to start with neighborhoods that are within our reach. **Together**, we can make **a difference.**

Tactical Timeline



Q1

Serving the homeless
community around
Boston Public Library
throughout winter
holidays



Q2

Offering Chick-fil-A
entrees to celebrate
those who got a
personal best at the
Boston Marathon



Q3

Grand opening of
our Chick-Fil-A
Fenway pop-up



Q4

Serving the homeless
community around
Boston Public Library
throughout
Thanksgiving

Measurement

- Monitoring social media engagement (followers, likes, comments)
 - Marathon posts
 - Fenway posts
- Compare Copley Opening net profit to Fenway Opening net profit
- Measure potential employee interest through applications





Thank You!

Any questions?