



**GOLDEN
CHICK**

2020 • MEDIA PLAN

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MEET THE TEAM



**NOAH
"GOLDEN TENDER"
HUTCHINSON**

ACCOUNT MANAGER



**JESSICA
"CHICKEN SALAD"
MATSUMORI**

MEDIA PLANNER



**SEO
"GOLDEN ROAST"
YOON**

CREATIVE DIRECTOR



**COURTNEY
"CATFISH"
MACDONALD**

RESEARCH DIRECTOR

CLIENT HISTORY

Golden Chick began its journey over 50 years ago in San Marcos, Texas, when its first Golden Fried Chicken location opened up. The delicious chicken, created by the development of secret marination and batter mixes, attracted franchise inquiries, and by the time the founder sold the chain in 1982, it had grown to 39 restaurants. Today, we feature the best fried chicken, our Original and Still the Best™ Golden Tenders, Golden Roast, salads, and the best sides in the business. We invite you to visit and enjoy Golden Chick today.



MEDIA GOALS

Increase foot-traffic and sales across Golden Chick locations in the DFW, San Antonio, and Columbia markets while raising brand awareness using KPI measurements such as:

- 1 Increase number of customers via mobile app and loyalty program by 80%**
- 2 Translate social media and digital engagement into in-person site visits through customer acquisition promotions**
- 3 Break through the saturated DFW market by establishing Golden Chick as Dallas' staple QSR measured by ongoing qualitative and quantitative data**

SWOT ANALYSIS

STRENGTHS:

- HAS A SIGNATURE STYLE (FOOD)
- LOYAL CUSTOMERS
- CHEAPER PRICES THAN OUR COMPETITORS
- EXPANSIVE MENU (HEALTHY, SOUTHERN COMFORT, ETC.)
- CUSTOMER SATISFACTION

WEAKNESSES:

- LACK OF LOCATIONS AVAILABLE IN SOME CITIES
- NOT VERY WELL KNOWN
- CAN BE SEEN AS “MORE DIFFICULT” TO PROMOTE
- HARD TO FIND LOCATIONS IN B & C COUNTIES
- NOT ENOUGH ADVERTISEMENTS

OPPORTUNITY:

- TO GROW OUR TARGET AUDIENCE
- INNOVATIVE MARKETING TACTICS
- HOME MEAL DELIVERY SERVICES
- INCREASE IN DEMAND FOR FAST FOOD WORLDWIDE
- HUGE POTENTIAL MARKET

THREATS:

- VERY COMPETITIVE MARKET
- AUDIENCE DRIFTING TOWARDS HEALTHIER FOOD OPTIONS
- SIMILAR CONCEPTS IN THE MARKET
- PRICE WAR
- HARD TO DIFFERENTIATE WITHIN MARKET

FIVE P'S

1 Product

- Golden Chick has an array of options to choose from, but we want to capitalize on its “Southern Charm” and Texas roots
- Emphasize healthier options on the menu (salads, sandwiches, etc.)
- Expand reach to children by introducing and strengthening the presence of an attractive kids menu

2 Price

- Emphasize our already established prices
- Promote the affordability and quality of family meals

3 Place

- Possible expansion of delivery services to mobile apps and website - order online and pick up in-store or delivery services such as GrubHub, DoorDash, etc.
- Storefront locations

4 People

- Establish our 25-45 target demographic
- Expand reach to 18-24 demographic to retain a competitive advantage

5 Promotion

- Offer budget conscious deals to appeal to college students
- Continue Family Meal and Combo options

TARGET AUDIENCE + PERSONA



African American Mother
25-45 years old
Family Meals
HHI \$30k-75k

PRIMARY

SECONDARY

College students
18-24 years old
Budget Conscious
HHI \$20k-45k



Blue Collar Men
18-45 years old
Combo Meals
HHI \$20k-75k

TERTIARY

MRI RESEARCH

Based on a
competitive
analysis of

- Chick-fil-a
- Popeyes
- Church's
Chicken
- KFC
- Zaxby's



18-35
Avg. Index: 111



Female
Avg. Index: 101



**African
American**
Avg. Index: 209



**High School
or some
college**
Avg. Index: 189

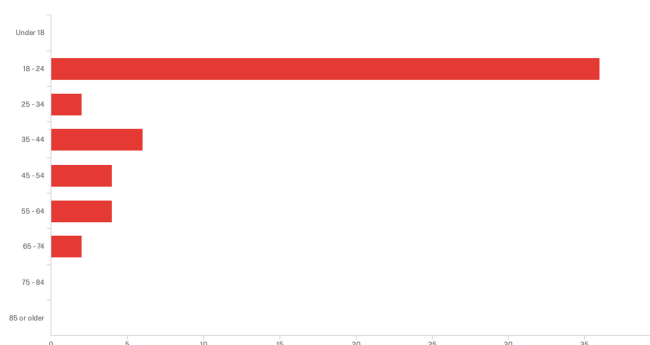


HHI \$30k-75k
Avg. Index: 104

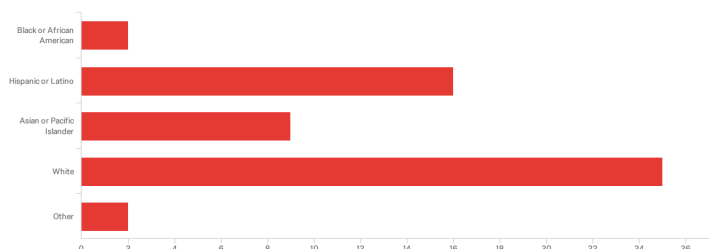
SURVEY

WHAT IS YOUR GENDER?

WHAT AGE RANGE ARE YOU IN?



WHAT IS YOUR ETHNICITY?



HOW LIKELY ARE YOU TO TRY EATING SOMEPLACE NEW?

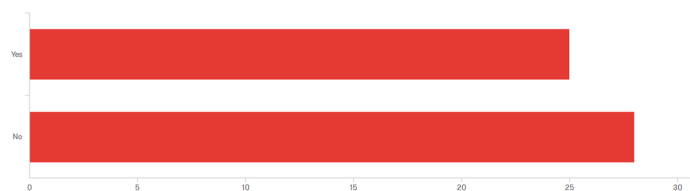
ON AVERAGE, HOW MANY TIMES DO YOU GO OUT TO EAT PER WEEK?

HAS A COUPON OR PROMOTION EVER PERSUADED YOU TO CONSUME FAST FOOD?

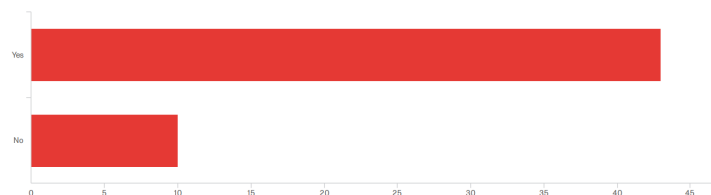
ON AVERAGE, HOW MUCH DO YOU SPEND ON FAST FOOD?

WHAT, IF ANYTHING, DO YOU KNOW ABOUT GOLDEN CHICK?

HAVE YOU EVER EATEN AT GOLDEN CHICK?



HAVE YOU EVER HEARD OF GOLDEN CHICK?



CONSUMER JOURNEY

1. Seed

We will use in person advertising and discounts to grab our targeted audience's attention. This way they are experiencing the brand in a way that creates a positive experience that will tempt them to come back again. Our channels, depending on the location, will involve multiple mediums including television, radio, email, events (in-person and sponsoring).

2. Search

Let consumers be able to easily contact the brand through social media and other delivery food apps. Launch an FAQ on website so to be able to direct customers to the same place to answer their questions about the brand, company, food, whatever else they may need to know.

3. Spark

We want to have as many open channels as possible so the customers always feel connected to us and the brand. Will continue to run through radio and television proactively, depending on the location, and would like to take advantage of social media and the capability to connect to consumers that way. Will find innovative ways to target out new audience through in-person advertising and partnerships/sponsors. Brand will hold events themselves seasonally, for holidays, etc.

4. Shop

We want any and all consumers to have a positive brand experience that makes them want to come back and even spread the word about their experience with Golden Chick. One of the most important factors for us is that the consumers have no complaints and are satisfied the moment they step through the door to the moment they leave, or if they are ordering through the app that they have no problems ordering their food and that they are satisfied with their online experience. We want to feel connected with our consumers in every way possible.

5. Share

Sponsored events/fundraisers at local schools that are geared towards families as that is a huge part of our targeted demographic. In-person handouts/events at colleges and universities that offer promotions and coupons.

6. Savor

Our customers should: never have a negative brand experience that they can recall, feel that they are heard and listened to when they have questions or complaints and feel that the promotions and memberships are worth their time.

PRODUCT + CONSUMER BENEFITS



Golden Chick is able to offer some unique products, exclusive to the company/brand itself.

Having these unique products, exclusive to their customers, also gives the company an “it” factor that can/does initially draw new customers in, whilst also giving their loyal customers reasons to come back.

Everything is made to be cost effective, which in turn makes it cheaper for the customer to buy Golden Chick's food, product, etc.

Not only do the customers of Golden Chick go for the food itself, but they also go for the service, quality, and experience. The customers can benefit from knowing that the food they will be eating is of a certain quality and is made with their satisfaction in mind. Not only does Golden Chick offer “southern comfort” food but they also offer a variety of different, and even healthier, options. The potential customer benefits are endless as well as Golden Chick continues to grow as a company.

9 BOX

	PAID	EARNED	OWNED
TRADITIONAL	<ul style="list-style-type: none">• Radio• Television	<ul style="list-style-type: none">• PR• Publicity	<ul style="list-style-type: none">• Menus with location• Coupons
NON-TRADITIONAL	<ul style="list-style-type: none">• Google Ads• Social Ads• Hulu• Waze• Social Media Influencers	<ul style="list-style-type: none">• Online Reviews• Social Engagement	<ul style="list-style-type: none">• Online ordering• Loyalty program• Email marketing
ALTERNATIVE	<ul style="list-style-type: none">• Billboards	<ul style="list-style-type: none">• Cause related promotions	<ul style="list-style-type: none">• School partnerships• Event partnerships• Peel-off promotion

MEDIA ANALYSIS

Aside from digital, Nielsen data indicates that radio is the most effective way to reach our target audience. In 2017, 92% of African American women listened to the radio daily and 38% mentioned that the radio provides them useful information about products and services. For African American women specifically between 18-35, urban contemporary stations remain the top stations. While overall, African American women over 18, urban adult contemporary stations are most listened to. This genre alone should reach almost 60% of our target demographic.

During our MRI research, we noticed trends in the kinds of TV most used by heavy QSR chicken consumers. For TV & Cable, channels like the Oprah Winfrey Network, Black Entertainment TV, late evening weekly news programs, and dramas (daytime & primetime) were very popular. Among our tertiary demographic, channels like ESPN, NFL Network, NBC Sports Network, the Outdoors Channel, and Univision were popular. Other popular channels included Cartoon Network, Disney, and game shows.

Nielsen studies show that African American women spend more time online and in apps than total women in the U.S. do. We discovered that some of the most used sites/apps our target market uses based on MRI include:

- USA Today
- ABC News
- CBS
- NBA

Compared to their non-Hispanic White counterparts, African American women of all ages spend more time consuming media on other digital platforms as well, including PC use and other devices like tablets. Our target demographic's most used social media platforms include:

- Instagram
- Facebook
- Twitter
- Snapchat
- Pinterest
- Youtube

DIGITAL ANALYSIS

2019



1,967 followers
Inactive since 2016



30,212 followers
Strong engagement
Diverse content



4,862 followers
Consistent branding
Appealing aesthetic



0 followers
Rising platform
Showcase unique
company values



0 subscribers
No centralized platform
presence

2020



5,000 followers
Reach 18-24 audience
Establish youthful voice



35,000 followers
Activate loyal base



10,000 followers
Utilize stories and IGTV



2,000 followers
Expand digital presence



2,000 subscribers
Diversify visual content

Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	31	1	2	3	4
			<ul style="list-style-type: none"> 7am - Facebook: 7am - Twitter: 1:30pm - Instagram: 	<ul style="list-style-type: none"> 7am - Facebook: 1:30pm - Instagram: 2pm - Pinterest: 7pm - Instagram: 	<ul style="list-style-type: none"> 7am - Facebook: Hold a poll about 9am - Facebook: 1pm - Snapchat: 2pm - Instagram: 	
5	6	7	8	9	10	11
<ul style="list-style-type: none"> 7am - Facebook: 7am - Instagram: 1:30pm - Twitter: 	<ul style="list-style-type: none"> 7am - Instagram: 2pm - Facebook: 	<ul style="list-style-type: none"> 7am - Facebook: 7am - Twitter: 2pm - Twitter: 7pm - Facebook: 7pm - Instagram: 	<ul style="list-style-type: none"> 7am - Pinterest: 7:30am - Facebook: 2pm - Twitter: 7pm - Facebook: 	<ul style="list-style-type: none"> 7am - Facebook: 7am - Instagram: 1:30pm - Instagram: 7pm - Instagram: 7pm - Twitter: 	<ul style="list-style-type: none"> 7am - Facebook: 2pm - Snapchat: 2pm - Twitter: 	<ul style="list-style-type: none"> 7am - Facebook: 7am - Instagram: 3pm - Instagram: 7pm - Facebook: 7pm - Twitter:
12	13	14	15	16	17	18
<ul style="list-style-type: none"> 7am - Twitter: 11am - Twitter: 12pm - Instagram: 1pm - Facebook: 4pm - Twitter: 5pm - Instagram: 	<ul style="list-style-type: none"> 2pm - Instagram: 2:30pm - Twitter: 4pm - Instagram: 4:30pm - Facebook: 5pm - Twitter: 	<ul style="list-style-type: none"> 1:30pm - Twitter: 2pm - Instagram: 4pm - Twitter: 4:30pm - Instagram: 	<ul style="list-style-type: none"> 2pm - Instagram: 2:30pm - Twitter: 4pm - Facebook: 4pm - Instagram: 4pm - Twitter: We 	<ul style="list-style-type: none"> 2pm - Instagram: 2:30pm - Twitter: 4pm - Instagram: 4pm - Twitter: 4pm - Twitter: The 	<ul style="list-style-type: none"> 2pm - Instagram: 2:30pm - Twitter: 4pm - Facebook: 4pm - Instagram: 4pm - Twitter: The 	<ul style="list-style-type: none"> 2pm - Instagram: 2:30pm - Twitter: 4pm - Facebook: 4pm - Instagram: 4pm - Twitter: The
19	20	21	22	23	24	25
<ul style="list-style-type: none"> 11:30am - Facebook: 7pm - Instagram: 	<ul style="list-style-type: none"> Facebook: Instagram: 7am - Twitter: 6pm - Facebook: 	<ul style="list-style-type: none"> Facebook: 7am - Twitter: 2pm - Facebook: 7pm - Instagram: 	<ul style="list-style-type: none"> 7am - Facebook: 12:30pm - Snapch 2pm - Instagram: 8pm - Instagram: 	<ul style="list-style-type: none"> 7am - Facebook: 1:30pm - Instagram: 7pm - Instagram: 7pm - Twitter: 7:30pm - Facebook 	<ul style="list-style-type: none"> 7am - Facebook: 1pm - Pinterest: 2pm - Instagram: 7pm - Instagram: 7pm - Instagram: 	<ul style="list-style-type: none"> 7am - Facebook: 2pm - Facebook: 2pm - Instagram: 2pm - Twitter: 7pm - Instagram:
26	27	28	29	30	1	2
<ul style="list-style-type: none"> 12:30pm - Facebook 12:30pm - Twitter 6pm - Facebook: 	<ul style="list-style-type: none"> 7am - Instagram: 2pm - Facebook: 2pm - Pinterest: 6:30pm - Twitter: 	<ul style="list-style-type: none"> 7am - Facebook: 2pm - Facebook: 2pm - Twitter: 6:30pm - Instagram: 	<ul style="list-style-type: none"> 7am - Facebook: 7am - Pinterest: 7pm - Facebook: 8pm - Twitter: 	<ul style="list-style-type: none"> 7am - Facebook: 7am - Instagram: 7am - Snapchat: 7:30pm - Instagram: 		

GOLDEN CHICK

[illegible]

DALLAS MARKET

Traditional

Television:

56/3

Early Evening (aka Early News)

Budget estimates based on Q1 Avg CPP of \$988 and 150 TGRPS

Run during 2 weeks in March to push Lent promotions

Radio:

3 Station Recommendations:

#1 KHKS-FM: Contemporary Hit Radio (AQH Rating .7)

- 20 spots a week
- Afternoon Drive

#12T KKDA-FM: Urban Contemporary (AQH Rating .3)

- 50 spots a week
- Even Split: Day & Afternoon Drive

#12T KZMJ-FM: Urban Contemporary (AQH Rating .3)

- 50 spots a week
- Even Split: Day & Afternoon Drive

Flighted 3 weeks on 1 week off per month/12 months

Budget estimates based on number of spots/week, AQH Rtg, and Avg CPP for Q1,2,3, & 4

Non-Traditional

Hulu Ads:

Test in DFW DMA

Target by audience demographics

On for Lent, Mother's Day, and Holiday periods

Alternative

Billboards:

½ Large & Medium Size Static Boards Directional in B & C areas

½ Digital on highways (priced at ½ slots)

Highway Recommendations: 35E, 75, 183, 190, 360

Planning FlowChart SA 2020

STRATEGIES/TACTICS		JANUARY		FEBRUARY		MARCH		APRIL		MAY		JUNE		JULY		AUGUST		SEPTEMBER		OCTOBER		NOVEMBER		DECEMBER		Total																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
		30	6	13	20	27	3	10	17	24	2	9	16	23	30	6	13	20	27	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	Qty.	Net \$																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
HOLIDAYS Ash Wednesday/Easter Mother's Day/ Father's Day National Fried Chicken Day/ National Lemon Merit Badge Fourth of July Thanksgiving Christmas																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																

SAN ANTONIO MARKET

Traditional

Radio:

#7 KROM-FM Mexican Regional (AQH Rating .6):

- 20 spots a week
- Afternoon Drive

Alternate Stations #2 & #20T

#2 KJXK-FM Adult Hits (AQH Rating .9)

#20T KTFM-F2 Urban Contemporary (AQH Rating .2)

- 20 spots a week
- Afternoon Drive

Flighted 3 weeks on, 1 week off per month/12 months

**Budget estimates based on number of spots/week, AQH Rtg,
and Avg CPP for Q1,2,3, & 4**

Alternative

Billboards:

Static large & medium boards for B & C neighborhoods

Digital on Highways for select locations (ex: those close to Highway 35)

Mar.-April, Jul-Aug., December 6

Cornfield Maze:

San Antonio: South Texas Maize (5 minute drive from a Golden Chick)

Planning FlowChart

[illegible]

COLUMBIA MARKET

Traditional

Radio:

2 Stations:

Alternate Stations #1 and #3

#1 WWDM-FM Urban AC (AQH Rating 1.6)

#3 WHXT-FM Urban Contemporary (AQH Rating 1.0)

- **20 spots a week**
- **Afternoon Drive**
- **2 weeks a month Q1 & Q3**
- **1 week a month Q2 & Q4**

Flighted 3 weeks on, 1 week off per month/12 months

Budget estimates based on number of spots/week, AQH Rtg, and Avg CPP for Q1,2,3, & 4

Alternative

Billboards:

2 medium boards on Broad St/US Hwy 521

- **1 board in December**

Jan, Mar.-April, July, Dec. (Feb. layover)

Vendor:

Jubilee: Festival of Black History & Culture

Love, Peace & Hip-Hop Festival

Rosewood Crawfish Festival

