

# Chick-fil-a eat mor chickin (except on sunday)

[Business](#), [Marketing](#)



Chick-fil-A “ Eat Mor Chikin” (Except on Sunday) Introduction Originally founded in 1946, Chick-fil-A has grown to become one of the most popular fast food restaurants in the United States with over 1, 700 restaurants across 38 states. Although Chick-fil-A is widely known due to its stance on a number of controversial public issues, most individuals are able to quickly identify the brand’s famous Eat Mor Chicken television advertisements that feature cows that are attempting to publicize their efforts to have more people to switch from eating beef and start eating chicken. Chick-Fil-A Marketing Strategies A striking aspect of Chick-fil-A’s advertising is that the company does not offers any discounts or limited-time offers and this factor as served to distinguish the franchise from other fast food restaurants. The main emphasis of Chick-fil-A’s is brand awareness. Brand awareness is instrumental in helping the company maintain high levels of sales despite the fact that it does not offer any offers or discounts to its customers. Chick-fil-A unique Eat Mor Chikin campaigns ins one of the most successful and longest running marketing strategies and the Eat Mor Chikin cow have now become cult figures that have managed to convince dinners to avoid having beef and instead opt to eat mor chikin at the Chick-fil-A restaurants. Chick-fil-A’s cow based calendars have been a great marketing strategy for the company as evidenced by the sharp increase in the volume of sales from an initial volume of 337, 000 for the first printed calendars in 1998 to an estimated 1. 5 million calendars in 2006 (Perreault, Cannon and McCarthy, 2009). Chick-fil-A has an impress position strategy that has seen it increase the number of its stand-alone restaurants around the country. In addition to this, it also has joint-partnership restaurants that are owned in partnership

by Chick-fil-A and the individual running it, the partners runs the shop and gives a percentage of the commission to Chick-fil-A (Perreault, Cannon and McCarthy, 2009). Chick-fil-A has set up a number of restaurants in non-traditional locations such as corporate offices, college campuses, airports and hospitals. Dan Cathy, Chick-fil A's president and COO takes restaurant openings very seriously. At Chick-fil-A, restaurant openings are not simple ribbon-cuttings as Cathy takes time to hold a dedication dinner during which he and other company leaders wait on the newly hired restaurant branch employees. Beginning in 2003, Chick-fil-A began a policy of offering the first 100 customers in line at all its new stores a free combo meal each week for a whole year. Closing on Sunday can be recognized as being a competitive advantage for Chick-fil-A as according to the results of a focus group research highlighted in the clip, the respondents cited that the aspect of closing on Sunday is one of the most attractive things about the restaurant. Closing on Sunday can also be deemed to be a competitive advantage to Chick-fil-A as it allows for the restaurant chain to attract larger number of customers who are especially conscious to the observation of religious values and traditions (Perreault, Cannon and McCarthy, 2009). Despite the success of chick-fil-A's closing on Sunday strategy, other retailer should not consider closing on Sunday. Closing on Sunday might cause some to lose sections of their already established customer base who are not accustomed to these retailers closing shop on Sundays. Works Cited Perreault, Cannon and McCarthy. Chick-fil-A. Accessed at [http://ezto.s3.mheducation.com/Media/Connect\\_Production/bne/OLC\\_Assets/Perreault\\_19e\\_0078028981/Video\\_Cases/ChickfilA.m4v](http://ezto.s3.mheducation.com/Media/Connect_Production/bne/OLC_Assets/Perreault_19e_0078028981/Video_Cases/ChickfilA.m4v). Web, 2009.