

RADIO case study



Church's Chicken

Background

- Based on a National Restaurant Association survey, two of the reasons consumers like to eat out are: purchasing meals from restaurants, take-out and delivery places make you more productive in day-to-day life; purchasing take-out food is essential to the way you live.
- Church's Chicken (a San Antonio-based company) had opened three locations in Houston in three demographically diverse neighborhoods.

Situation

- Church's main competitor (another national chicken chain) had eleven Houston locations.
 - Church's competitor's marketing plan included primetime TV as part of their media mix.
- The belief was that consumption of fried chicken only occurred primarily during evening and weekend hours.
- Analysis completed by their agency's proprietary tool* showed that Church's customers purchased fried chicken outside of the presumed eating times.
 - Church's customers ate chicken for lunch as often as they ate it for dinner.

Solution

- Take advantage of Radio's ability to reach consumers when they're making the decision for what to eat for lunch and dinner.
- Use Radio to communicate to lunch consumers Church's flexible lunch menu that included just one or two pieces of chicken.
 - Schedule ran just prior to lunch time.
- Advertise family box meals during key evening drive-time period.

Results

- Church's Chicken saw immediate, positive results.
 - Lunch and dinner traffic increased.
- Sales doubled within six weeks.
- Two years later, Church's increased the number of their locations to 26.



*Note: Case study courtesy of The Carson Group: www.carsongroupadvertising.com

