



2010 AiMA Awards Most Effective Email Marketing Campaign

2009 Creative Examples

Wear your sports team logo to Chick-fil-A® and get a FREE Chick-fil-A Original Chicken Sandwich.
Can't see the images? [Click here.](#)



FREE Chick-fil-A® Original Chicken Sandwich

Labor Day, September 7, 2009 only

Wear your sports team logo to Chick-fil-A from 10:30 a.m. to close, and get a FREE Chick-fil-A Original Chicken Sandwich.

YOU +  = 

Find a Location »
Tell a Friend »

 Add to Google Calendar  Add to Microsoft Outlook  Add to iCal






Join Now For a Chance to Win

KICKOFF GAME

ALABAMA VS VIRGINIA TECH

ALABAMA 12 VIRGINIA TECH 17

JOIN THE CHIKIN WAY

 Share this with your networks  Find us on Facebook  Follow us on Twitter

[Our Food](#) | [Our People](#) | [The Cows](#) | [Community](#)



Preview the new calendar online today while ordering one of our party trays.
To view this as a web page, [click here](#).



2010 Cow Calendars are now available!

Great Works of Cow Literature

Come and preview the 2010 calendar that is now available at **your local Chick-fil-A**. Each month highlights one of the Great Works of Cow Literature and features a unique coupon.

[Preview Calendar](#) [Find a Location](#)

A Tray for Every Occasion

Order Trays Online For Your Next Gathering

[Click Here to Order Now](#)



[Forward email](#) [Share this Message](#) [Find us on Facebook](#) [Follow us on Twitter](#)

[Our Food](#) | [Our People](#) | [The Cows](#) | [Community](#)



To make sure you receive Chick-fil-A® email updates, add promotions@chick-fil-a.com to your email address book or personal whitelist.



Freshness Meets Tenderness

Our Chick-n-Strips™ are at the top of the finger-food chain. Try them with our Chick-fil-A® Sauce or over a fresh salad.



[View Our Menu](#) [Nutrition Information](#)

Chick-fil-A presents:

Maximum Impact Simulcast
Become a better leader >

FREE Chick-fil-A® for a year

[Click Here To Take Our Survey](#)

Become a fan of Chick-fil-A®

on [facebook](#)

[Our Food](#) | [Our People](#) | [The Cows](#) | [Community](#)



Chick-fil-A Enhanced Email Program Drives Sales, Social Engagement and Subscriber Loyalty in 2009

Highlights:

- **77% of email subscribers surveyed say they had visited a Chick-fil-A® store as a result of an email campaign**
- **73% of email subscribers surveyed said they read every Chick-fil-A® email**
- **Email helped increase Facebook Fan growth by 700% to surpass 1,000,000 fans**
- **Response metrics 215% and 1,600% higher than industry averages (Opens & Click Through Rates)**
- **Email creative keeps uniquely powerful brand elements intact within the inbox**

Situation Overview - BrightWave Marketing, Inc., an award-winning email marketing agency, was selected by Chick-fil-A® to be its Email Marketing Agency of Record in early 2009. Chick-fil-A® had ambitions for its email program (known as the *Email Insiders*) to be better integrated into the company's overall digital marketing strategy. To help them achieve that, BrightWave Marketing developed a plan for the quick-service chicken restaurant company with 1,480 locations, to reach its audience with messages that were more memorable and conversational, in addition to emails that were more promotional in nature.

BrightWave Marketing, working closely with Chick-fil-A®'s digital marketing team, developed an email program that allowed for emails to be shared, explored and interacted with.

Goals: Chick-fil-A®, with an opt-in email database that exceeded 750,000 at the beginning of 2009, decided to revamp its email marketing program to break away from the typical strategy employed by many restaurants and retailers: broadcast promotions and email coupons. Ultimately, Chick-fil-A®, known for its widely popular and iconic Cow advertisements, wanted to use email to increase sales, but also made it a strategic goal to create, empower and communicate with their uniquely passionate "raving" fans. As part of the program's transformation process, BrightWave Marketing helped define what Chick-fil-A® customers wanted to receive in their inbox by surveying their email subscriber database. These findings drove a strategy to use email more often to supply a starved audience with unique Chick-fil-A content that they may then easily disseminate to others. Inspired by a customer-created Chick-fil-A® fans page on Facebook that had roughly 25,000 members, BrightWave and Chick-fil-A® made connecting email to social media channels a priority in 2009.

Implementation: BrightWave Marketing developed an approach that combined product announcements and promotions with broader, brand-related content that drove subscribers to both online and offline experiences. They also increased the ways subscribers could interact with those messages by adding social sharing features, store locator buttons, and online calendar reminders for events. The biggest challenge the BrightWave Marketing team faced was leveraging the uniquely powerful offline branding elements Chick-fil-A® had developed within the confines of the inbox and general email best practices. By strategically and seamlessly mixing HTML text with images that reinforced the brand yet render effectively, BrightWave Marketing was able to find an ideal balance between performance and branding. Careful attention was paid to cross-client rendering, image suppression and keeping key calls-to-action above or near the fold while still delivering dynamic and engaging designs. In addition, viral and social activity were promoted through clear, prominent placement of Forward, Share, Facebook and Twitter icons, giving users a clear invitation to share the



email with their friends and networks.

From a tactical standpoint, email templates were designed to highlight a primary offer, such as a contest or a promotion related to a specific menu item. Smaller boxes within the email message highlighted additional content and calls-to-action that would appeal to a range of interests within their subscriber base. For example, with the goal of empowering fans of Chick-fil-A in mind, BrightWave Marketing took the step of adding the ability for recipients to “RSVP” to Chick-fil-A events in email campaigns that promote single day events. Through links that added events to Outlook, Google and iCal calendars, recipients were able to easily add the Chick-fil-A® promotion to their personal calendars and invite friends to share the experience with them. This capability allowed for the easy dissemination of information beyond the current subscriber database while providing immediate feedback to Chick-fil-A® of the interest in the event communicated via email. The team expanded product-related content by featuring links to menus and nutritional information. Emails were also designed to include interactive features, such as find a store buttons and unique forward to a friend links. They also frequently featured brand-related content intended to broaden subscribers' relationship with the brand, such as links to a webpage dedicated to supporting the cause of the Chick-fil-A® Cows, links to news about a corporate scholarship program, a motivational/leadership training simulcast, and targeted emails to drive awareness and registrations for two large community events featuring Dan T. Cathy, the company's CEO.

To achieve their goal of integrating email and social media, BrightWave Marketing and Chick-fil-A® began to aggressively promote the Facebook fan page through email efforts. Initially, emails included a blue button in messages that said, "Become of fan of Chick-fil-A on Facebook." Clicking the button took visitors to the club's Facebook page. After several months, the emails included different language on the button, such as "Find us on Facebook." With this success, the team was encouraged to expand the social-sharing features in their messages. Requests to "Follow us on Twitter" and "Share this with your networks," a button that seamlessly allows emails to be posted on social networks, were added to email templates.

Results: New content and features generated an average of 30% open rate and 12% click-through rate, which were 215% and 1,600% respectively higher than the 2009 Restaurant and Food Service industry averages. The average unique clicks among those who opened surpassed 30% and is an indicator that the email content was very relevant to subscribers. Additionally, 75% of Chick-fil-A® email subscribers said an email inspired them to visit a store. Email campaigns helped drive the growth of a Facebook fans page from 25,000 to 1.2 million in 2009 and drove 8% of all Chick-fil-A® web site traffic. Specific analysis into the impact email deployments had on Chick-fil-A®'s Facebook fan growth in 2009 revealed that for the 30 days following an email deployment, the average number of new fans per day grew almost 700%, compared to the 30 days prior when no other emails were sent. In addition to the above mentioned response and social metrics, a survey to the email subscriber database in the spring of 2009 provided some valuable insight, such as:

- 73% of surveyed email subscribers read every Chick-fil-A® email.
- 77% of survey respondents said they had visited a Chick-fil-A® store as a result of seeing an email. Roughly the same amount said an email from Chick-fil-A® had caused them to visit chickfila.com.
- Almost 50% of survey respondents said they forward and share the emails they receive. That number was especially significant, considering that no emails contain coupons or other hard offers that tend to drive viral activity.



- 50% of the respondents rated Chick-fil-A's email program as an 8 or higher (scale of 1 to 10)
- 30,000 respondents (26%) said that they have purchased a Chick-fil-A® catering tray as a result of an email.
- Only 1% of recipients said they received emails from Chick-fil-A® too often.
- Roughly one-third of survey respondents said that Chick-fil-A® wasn't sending enough email.

With the impact of strategies and tactics led by BrightWave Marketing in 2009, the *Email Insiders* program is an essential and well integrated component of the overall marketing strategy of Chick-fil-A®'s digital marketing team, not to mention it has become a best of breed email program. The *Email Insiders* program quickly evolved from a list that was used on an ad-hoc basis to promote a specific promotion or event, to a program that became a digital communication hub for Chick-fil-A®, and more importantly their email subscriber. The program not only drives guests to their local restaurants through event and new menu item announcements but it has succeed in driving traffic to online brand experiences that are empowering raving fans to communicate and interact with the brand and more importantly, sharing the brand experiences with their connections as well.