



Chick-fil-A® and *Between the Lions*:

Reaching Kids and Families across America

As one of the largest family-owned companies in America, Chick-fil-A has built a well-deserved reputation for serving high-quality meals while demonstrating its commitment to kids, families and the community. So when Chick-fil-A decided to expand its marketing initiatives, it began looking for a corporate sponsorship opportunity that would reflect the same values and commitment to education that the company held. It found such an opportunity in PBS's award-winning children's series *Between the Lions*.

The resulting sponsorship created a tremendous brand synergy between the educational mission of *Between the Lions* and the commitment to literacy and families at the heart of Chick-fil-A's corporate culture. A comprehensive sponsorship package comprised of on-air spots, in-store visibility and a wide variety of educational outreach materials succeeded in raising awareness of the Chick-fil-A brand while forging a strong association between the company and the educational goal of promoting literacy.

"We weren't looking for just a typical media buy—we wanted to associate our company with a television series that reflected Chick-fil-A's commitment to literacy and raising healthy kids and families," said Steve Robinson, Senior V.P., Marketing. "*Between the Lions*—a television series dedicated to teaching kids to read—was the perfect match."



Goals



Through its sponsorship of *Between the Lions*, Chick-fil-A seeks to:

- Highlight its support for literacy through maximum, nationwide visibility
- Reinforce its corporate philosophy of "Growing Kids Inside and Out®"
- Underscore its commitment to serving kids and families through healthy meals and educational materials for children

Company:
Chick-fil-A

Target audience:
Families and Children

Sponsorship:
Between the Lions

Term:
Late 2003 – Present

Rep:
**WGBH Sponsorship Group for
Public Television (SGPTV)**



Between the Lions topper appeared on Chick-fil-A's drive-thrus nationwide

Why *Between the Lions*



As PBS's premier children's series aimed at teaching children to read, *Between the Lions* is an ideal vehicle through which Chick-fil-A can reach millions of kids and parents across America while reinforcing the company's support for literacy and raising healthy kids. Recognizing the synergy between Chick-fil-A's corporate values and *Between the Lions*, the Sponsorship Group for Public Television (SGPTV) worked with Chick-fil-A to develop a customized sponsorship package that provides the company with maximum on-air visibility and a national platform for reaffirming its commitment to children.

"From on-air spots to special promotions, the Sponsorship Group for Public Television put together a customized menu of sponsorship benefits that serves our company well."

– Steve Robinson
Senior V.P. of Marketing, Chick-fil-A

"SGPTV worked with us to develop promotional strategies that would build a strong association between Chick-fil-A and *Between the Lions*," Robinson said. "From on-air spots to special in-store promotions, SGPTV provided a customized menu of sponsorship benefits that serves our company well."



This just in: Larry King and Theo Lion discuss the importance of reading aloud to children everyday.

Working collaboratively with Chick-fil-A, SGPTV developed a promotional strategy that capitalizes on Chick-fil-A's 1,250 plus stores across the country to reinforce the company's connection to *Between the Lions* and the respected PBS brand. Central to this strategy was the Chick-fil-A Kid's Meal Program.

"Because our company is so strongly committed to supporting literacy and education, our Kids Meals feature educational toys and materials," said Robinson, who noted that SGPTV attends the company's annual conference to gain insight into the company's objectives. "Working with SGPTV, we are able to produce a variety of co-branded *Between the Lions* books and CDs, which we distribute in our Chick-fil-A Kid's Meals."

"As with all of our sponsorship opportunities, we were able to provide a dedicated client services team to work with Chick-fil-A to fully leverage their sponsorship. Chick-fil-A is a fantastic partner, and together, we've helped them achieve their goals."

– Suzanne Zellner
Vice President, Corporate Development
Sponsorship Group for Public Television

Featuring educational, age-appropriate stories, songs and activities, these *Between the Lions* stories and CDs included the Chick-fil-A logo as well as a letter of support from Chick-fil-A's president—thereby further reinforcing the connection between Chick-fil-A and this highly acclaimed, educational children's series.

Chick-fil-A also built upon its *Between the Lions* sponsorship through the creation of a national library program. Known as the Chick-fil-A Kid's Reading Challenge, the program created an opportunity for Chick-fil-A locations across the nation to partner with their local library to encourage children to read.

Chick-fil-A provided libraries with co-branded posters and reading logs featuring *Between the Lions* characters and the company logo. Participating children fill in their logs with the names of books they've read, have a librarian sign it and bring it to their local Chick-fil-A, where they receive a free menu item after reading a designated number of books.

"Between the Kid's Meal books and CDs and the library program," Robinson said, "our *Between the Lions* sponsorship provides Chick-fil-A with tangible promotional opportunities that gets our brand out into the community and signals Chick-fil-A's support for kids and literacy."

Tactics



As national corporate sponsor of *Between the Lions*, Chick-fil-A receives maximum national visibility through a variety of on- and off-air benefits:



Chick-fil-A's linked logo appears on the popular *Between the Lions* Web site, reaching millions of viewers!

On-Air

The TV series: Two, 15-second spots per broadcast – a total of 520 spots per year

Off-Air

The Web: Chick-fil-A's linked corporate logo is prominently displayed on the popular *Between the Lions* Web site, driving traffic to the Chick-fil-A corporate site

Home Videos/DVDs: Chick-fil-A's logo is featured on the box of new *Between the Lions* home videos/DVDs; the company is also acknowledged on the DVDs

Publicity: Chick-fil-A is acknowledged as national sponsor in all press releases, press kits and other materials

Promotional Opportunities:

- **Kids Meal Program:** Co-branded books (Aesop's Fables and ZOOM activity booklets) and CDs (Favorite Songs & Stories) are distributed in Chick-fil-A Kid's Meals, which also feature *Between the Lions* characters on the packaging.
- **Chick-fil-A Kid's Reading Challenge:** Co-branded posters, reading logs and coupons for free Chick-fil-A menu items are distributed to children in partnership with local libraries.
- **Chick-fil-A Store Displays:** In-store signage reinforces Chick-fil-A's sponsorship of *Between the Lions*. Some of the elements utilized include menu board graphics, posters and signage for the Chick-fil-A drive-thru.
- **Special Events:** *Between the Lions* costumed characters are available to appear at Chick-fil-A "family nights" and other special events.
- **Employee Relations:** In addition to including articles on its sponsorship in the company newsletter, Chick-fil-A representatives attended a series taping in Mississippi. Chick-fil-A also created a special marketing video for its store operators which included a segment about "how to use *Between the Lions* in your store."

Results



Chick-fil-A's national corporate sponsorship of *Between the Lions* succeeded in gaining national visibility for the company while reinforcing its corporate values and commitment to literacy:

TV: *Between the Lions*'s 3,225,000 weekly viewers see 520 Chick-fil-A on-air spots per year, generating 1,058,800,000 total gross impressions since its sponsorship began.

Web: Chick-fil-A's logo on the *Between the Lions* home page is clearly visible to the 1,000,000+ unique visitors the site attracts each month.

Home Videos/DVDs: All *Between the Lions* home videos and DVDs produced during the sponsorship include Chick-fil-A's logo and acknowledgment.

Publicity: Chick-fil-A is acknowledged as national sponsor in all *Between the Lions* press materials distributed to media outlets nationwide

Promotional Opportunities:

- **Kids Meal Program:** 6 million books, 3 million ZOOM activity booklets and 3.5 million CDs bearing the Chick-fil-A logo and message from the company's president have been distributed to date.

SGPTV's Next Success Story: Your Company!

Let SGPTV help your company achieve its marketing goals. To learn how SGPTV can develop a customized, turnkey sponsorship opportunity that's right for you, contact SGPTV's Mike Nelson at **800.886.9364** or visit the SGPTV Web site at www.sgptv.org.

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Chick-fil-A's message from the president accompanied the distribution of CDs