

Chick-fil-A[®] and *Between the Lions*

Reaching kids and families across 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

“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

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 has created a tremendous on-going 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. In fact, the partnership is so strong that Chick-fil-A has committed to a long-term multi-year sponsorship through 2010.

Company:
Chick-fil-A

Target audience:
Families and Children

Sponsorship:
Between the Lions

Term:
Late 2003–2010

Goals

- Highlight Chick-fil-A’s 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

Strategy

Working collaboratively with Chick-fil-A, SGPTV developed a promotional strategy that capitalized 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. 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 that provided libraries with co-branded posters and reading logs featuring *Between the Lions* characters and the company logo.



***Between the Lions* topper appeared on Kids Meals at Chick-fil-A’s drive-thrus nationwide to promote *Between the Lions* CDs and literacy.**

Tactics

On-Air

- **The TV series:** Two 15-second spots per broadcast — a total of 520 spots per year — seen by more than 2 million weekly viewers.

Source: NTI 10/06–9/07

Off-Air

- **The web:** Linked corporate logo on the *Between the Lions* home page.
- **Home videos/DVDs:** Chick-fil-A logo on new *Between the Lions* home videos/DVDs.
- **Publicity:** Acknowledgment in all press releases, press kits and other materials.
- **Promotional opportunities:**
 - **Kids Meal Program:** Chick-fil-A logo and message from company president on more than 6 million co-branded books, 3 million ZOOM activity booklets and 3.5 million CDs featuring *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 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*.
 - **Special events:** Appearances by *Between the Lions* costumed characters at Chick-fil-A “family nights” and other special events.
 - **Puppet shows:** Summer tour features 4 live performances for families featuring *Between the Lions* puppets. These popular events are hosted at a variety of locations, including Chick-fil-A restaurants, public libraries, children’s hospitals, zoos, PBS stations and museums. Chick-fil-A’s products, materials and logos are prominently featured at the *Between the Lions* puppet shows, reaching thousands of kids and parents.
 - **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 that included a segment about “how to use *Between the Lions* in your store.”



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

SGPTV’S next sponsorship success story: Yours!

To learn how SGPTV can develop a customized, turnkey sponsorship opportunity to help your company achieve its marketing goals, contact SGPTV’s Mike Nelson at 800-886-9364 or visit the SGPTV web site at www.sgptv.org.

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