

## MARKETING CASE STUDIES:

### Creating a "G" Rated Market

Twenty-six years ago Chick-fil-A broke new ground in the motion picture industry by sponsoring the theatrical release of a full length motion picture, ***The Pistol – The Birth of a Legend***.

The concept was the brainchild of Majesty Pictures' Founder and CEO, Frank C. Schroeder.

Sponsorship in the motion picture industry before ***The Pistol*** only included product placement, but never a presenting sponsor of an entire theatrical release.

In 1991, ***The Pistol*** was the only live action "G" rated motion picture released theatrically in the United States.

Mr. Schroeder convinced the major theater chains that a 45 second corporate statement by Chick-fil-A Founder and CEO, Truett Cathy before the film encouraging people to come out to the theaters and to support family movies would be good for the industry and good for their corporate sponsor.

The "Hollywood Reporter" wrote a feature article on the Chick-fil-A promotion with the headline, "*Frank C. Schroeder Creates a "G" Rated Market*" and stated that it was the most innovative marketing approach for a corporate sponsor to reach a targeted family audience.

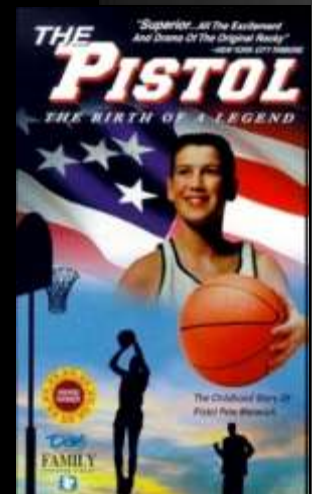
The introduction provided Chick-fil-A with countless thousands of previously unattainable "expressions" and "impressions" to their corporate purpose and commitment to American families.

Mr. Schroeder's theatrical distribution and marketing company, Premier Pictures Releasing Corporation then set into motion an all-encompassing media campaign designed to position Chick-fil-A as an active supporter of entertainment for the entire family.

In addition to the on screen introduction, Chick-fil-A was included in all media (television, radio, newspaper) marketing as well as in-store promotional merchandise tie-ins from the movie.

From theatrical release to home video release to network television premiere, the Chick-fil-A corporate sponsorship was incorporated into every aspect of ***The Pistol's*** marketing campaign:

**Chick-fil-A**  
presents  
***The Family Motion Picture Event of the Year***

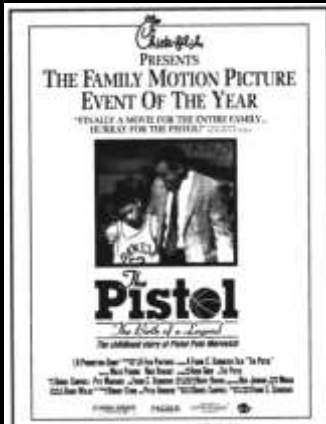


## **Truett Cathy, Founder of Chick-fil-A:**



*"We are very pleased to be associated with 'The Pistol' because the film embodies the elements of family values and hard work we hold important at Chick-fil-A. The film also demonstrates to young people that they can accomplish anything with hard work and dedication."*

## **Steve Robinson, Executive Vice President & Chief Marketing Officer at Chick-fil-A:**



*"Chick-fil-A has historically been very active in supporting youth-oriented programs for education, camping and foster care.*

*By sponsoring this film, we feel we are sending a positive message to America's youth and helping to provide our customers with first class family entertainment."*

Chick-fil-A is the second-largest chicken-based fast-food chain in the United States (behind Kentucky Fried Chicken).

Though long associated with the southern United States, the chain has now expanded into much of the nation. The chain has over 2,000 locations in 38 U.S. states and the District of Columbia and annual sales over \$3 Billion.

Chick-fil-A is privately held and family owned.

