



THE CHICK-FIL-A WAY

CREATIVE TREATMENT

TASTEMADE X 

CONCEPT

While many people might think they know Chick-fil-A, there's a world and a culture behind-the-scenes that makes their Team Members truly exceptional. Let's meet them in...*The Chick-fil-A Way*.

In this 4-part series, we profile the unique people that make Chick-fil-A special, and the surprising details of their jobs. We follow them through a "day in the life" format, unveiling their passion for what they do and highlighting the brand's core values.

In each episode we feature Chick-fil-A's mantra of "our pleasure" while promoting their exciting new products.



THE CHICK-FIL-A WAY

Truett Cathy founded Chick-fil-A on the belief that every Team Member should have a positive influence on all who come in contact with the restaurant. To that extent, he created an enduring culture that values people above everything else. Chick-fil-A has become known for its “Second-Mile Service” because each Team Member goes the “extra mile” to ensure customers receive a personalized level of service that’s unmatched in the industry.

According to Chick-fil-A CEO Dan Cathy, “If you want to make a difference, step over the line and into that second mile, because magical things happen there. There’s joy and fun and reward in that second mile.”

This series features the unique stories of four Chick-fil-A employees and the ways in which they go the extra mile for customers.



FOOD INTEGRATION

Each episode focuses on the remarkable food each Team Member helps deliver. The series highlights the extraordinary freshness, dynamic flavor profiles, and special touches that make a Chick-fil-A product stand above the competition. While the employees deliver “second-mile” service, the food delivers a “second-mile” culinary experience.

Our hand-breaded, boneless breast of chicken is cooked in 100% refined peanut oil, which is naturally trans fat-free and cholesterol-free.



We Didn't Invent The Chicken,
Just The Chicken Sandwich®



EPISODE STRUCTURE

TEASER

Each episode begins with a mouthwatering close-up of a Chick-fil-A dish, along with a sound bite from our Team Member of focus. This sets the tone for the profile, and encapsulates how the person and food represent the *Chick-fil-A Way*.

ACTION

We then dive into a sequence of the Team Member in action, at the peak of their performance.

THE CHICK-FIL-A WAY

In interview, we hear what the *Chick-fil-A Way* means to the Team Member and how he or she puts that philosophy into practice.

PROCESS

We see and hear the Team Member perform their daily routine, with emphasis on the special touches he or she brings to the job.

PAYOFF

We see a satisfied customer enjoying their meal, and tantalizing close-ups of Chick-fil-A food and beverages. We hear the elation in the customer's voice. We feel that this moment is about more than just food—it's an experience that fills the soul.

CLOSING THOUGHTS

We end with a final, thought-provoking sound bite from the Team Member that inspires the audience emulate the *Chick-fil-A Way* in their own life.





LOOK & FEEL

The production value will reflect the incredible attention to detail and thoughtfulness of each Team Member and Chick-fil-A product. This is achieved through specialty cameras & lenses, artistic shot compositions, and inspiring interview bites. We will showcase the detail of delicious dishes and handcrafted service with high-speed footage and fluid camera movements. The lighting will be bright and natural to the environment. Both the food and people will be highlighted in such a way that makes them feel elevated and refined, while also approachable and relatable. In the true spirit of the *Chick-fil-A Way*, each episode will be full of vibrant service, fantastic food and satisfied customers.



EPIISODE OUTLINES

EPISODE 1: BISCUIT MAKER

STORY BEATS



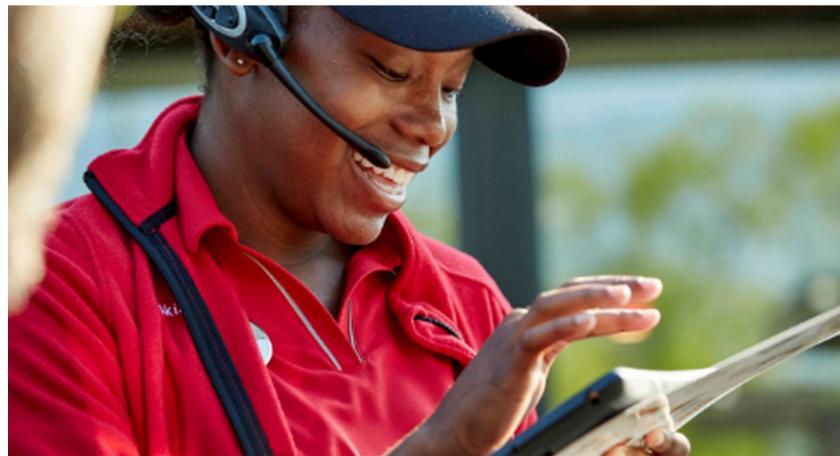
We begin with a close-up of a steaming tray of biscuits coming out of the oven. We hear a bite from our Biscuit Maker talking about the importance of showing up early in the morning. Cut to an establishing shot of the Chick-fil-A in Stone Mountain, Georgia, as the first wisps of sunrise peak over the horizon. Our Biscuit Maker opens the door as a graphic in the bottom corner reads: 5:23am.

Our Biscuit Maker is one of the first Team Members to arrive each day. Surprisingly, she has a smile on her face and a jump in her step. For she has one of the most important (and distinguished) jobs at Chick-fil-A... she makes the wildly popular breakfast biscuits.

Few customers realize these biscuits are handcrafted every morning. Our Biscuit Maker mixes and kneads the dough, shapes each individual biscuit, applies a coating of butter, and bakes them in the oven.

Each batch of 20 biscuits takes 30 minutes to cook, but our Biscuit Maker ensures there's *always* a fresh batch ready to come out of the oven. This is just one of the many special touches that our Biscuit Maker adds to Chick-fil-A. She wants to be sure every customer gets that satisfying feeling of biting into a hot biscuit, fresh out of the oven. But it's no easy task, and she must remain focused at all times. Although the pressure's on, she doesn't let that affect her attitude, and always greets fellow Team Members with a smile and a helping hand.

She finds satisfaction at the end of her shift when she can finally pause, take a breath, and witness a customer bite into the savory buttermilk biscuit of a Chicken Biscuit Sandwich.



EPISODE 2: UPSTREAM ORDERING

STORY BEATS



Chick-fil-A is world-renowned for their speed of service, but how do they ensure that reputation stays intact amidst the relentless foot traffic of Manhattan? The answer lies in the genius of Upstream Ordering.

This episode begins with a millennial couple enjoying two freshly-chopped, savory chicken salads. We cut to a wide shot of the Fulton Street Chick-fil-A and see hoards of customers piling through the door. But what seems like Big Apple chaos on the outside is far from it on the inside.

We meet our Team Member of focus in the heat of the lunch rush. She's a crucial member of the superstar Upstream Order team. Despite facing a line that stretches out the door, the team delivers an average wait time of only 2 minutes and 15 seconds!

New Yorkers will tell you that most fast food restaurants in the city approach their customers with a curt and gruff demeanor, urging the patron to make up their mind and move on. At Chick-fil-A, it's the opposite. As our Team Member demonstrates, each person is greeted with a welcoming smile and a heroic level of patience and empathy.

We observe our Team Member gracefully navigating the bustle of a hungry crowd of New Yorkers eager to get their food. Somehow her thoughtful approach disengages the customers—even for just a moment—and leaves a calming, peaceful effect on them.

The episode ends with a customer sitting peacefully at the store among the crowds, enjoying their food with a look of pure satisfaction and peace. For our Team Member, the ability to grace each customer with a moment of tranquility, thus breaking up the frenzy of their day, makes her job the most rewarding in the city.

EPISODE 3: TEST KITCHEN

STORY BEATS

We start with an establishing shot of our Chef chopping fresh herbs in a Test Kitchen in Atlanta. We meet the Chef in the midst of creating one of Chick-fil-A's newest recipes. It's a fresh take on an old classic. There's great pressure to invent something that can stand proudly next to the restaurant's impressive lineup of menu items. But for our Chef, the drive to achieve that same standard of greatness is what gets him out of bed in the morning.

Our Chef is beaming as he explains his job in the kitchen. He calls upon decades of culinary training to do his job, and especially values the freedom his supervisors give him to innovate.

Our Chef emphasizes the use of fresh ingredients in everything he makes, and he shows us the wall of herbs located next to the Test Kitchen. There's a legacy here that pushes each chef, and it began with the creation of the Original Chicken Sandwich. Our Chef takes us to the vault that holds the top-secret recipe for the award-winning chicken seasoning. Even *he* doesn't know what's in it!

We conclude with the reveal of our Chef's recipe, and he proudly shares it with a team of taste testers. On first bite they're blown away. Our Chef's satisfaction is obvious. For him, the opportunity to create a recipe that will be enjoyed by millions of patrons for years to come is a gift that he never takes for granted.





EPISODE 4: DRIVE THRU

STORY BEATS

We open on a cook putting the final touches on a zesty Smokehouse BBQ Bacon Sandwich. Cut to an establishing shot of a Chick-fil-A in Marietta, Georgia. A seemingly endless line of cars wraps around the building. A sequence of quick shots, each with distinct nat sound pops (a drink filling, a bag closing, waffle fries sizzling) leads us to our Team Member standing outside taking orders.

This episode gives viewers a 360-view of the Drive-Thru process. We focus on the Team Members who make it all possible—and with a smile on their faces. More than any other operation in the restaurant, the Drive-Thru team must function as a well-oiled machine—a fast-food Pit Crew.

Our Team Member explains that rain or shine, hot or cold, he must stand boldly outside and take customer orders with all the compassion and caring one would expect from their own grandfather. Customers come with an anticipation and enthusiasm for what they're about to experience. They want our Team Member to reflect that sentiment. The order is the start of an intricate process that aims to move the customer through the line in a matter of minutes (the goal is to serve over 100 cars per hour).

Inside the restaurant, the moment the order comes through, the team springs into action. We see the machinery in full-swing. Quick sequences demonstrating speed are intercut with slow-motion shots showing the attention to detail the team maintains while working with unmatched precision.

The thrill of the rush is what drives our Team Member each day. He sees himself like an elite athlete who must perform his movements with blinding speed and efficiency. But he must do this while showing the customer the attention and respect they deserve.

The payoff: when a customer receives their food with a shocked expression of “that was fast!” And the pure delight as they bite into their order.



SAMPLE INTERVIEW QUESTIONS

- What is your name?
- Where do you work?
- What is your title?
- How long have you worked for Chick-fil-A?
- Why do you love your job?
- What does the “Chick-fil-A Way” mean to you?
- How do you personally go the extra mile?
- What is unique about your job?
- How do you maintain a high level of customer service?
- What makes the food special?
- What do you love about interacting with the customers?
- How do you balance the need to deliver fast service with the need to personalize your interactions?
- What drives you to show up to work every day?
- Describe the Chick-fil-A culture.
- Why do customers love Chick-fil-A?
- What makes the experience special?

*Note: we will add questions tailored to the specific roles and individuals chosen



THANK YOU!

