



Chick-fil-A®

📍 KAPOLEI

Strategy for Social Media &
Internal Branding Videos



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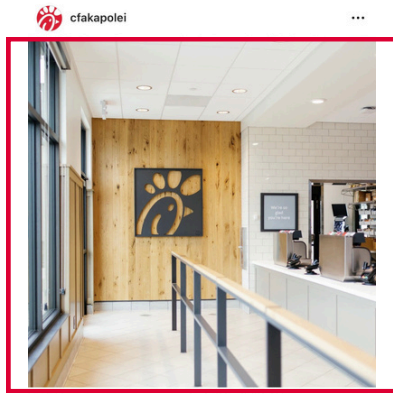
74%

of respondents **who actively follow and engage** with restaurants on social media are **more likely to visit or order food** from those establishments.

*According to a recent study conducted by MGH Marketing Agency.



SOCIAL



Kapolei store pictures

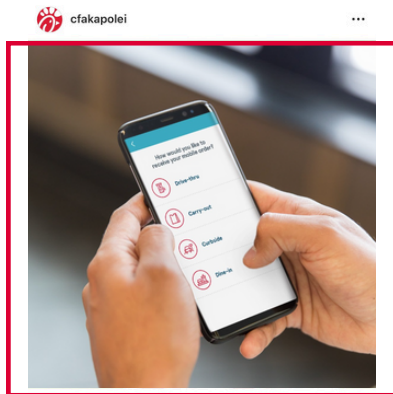


282 likes

cfakapolei We're OPEN 🌅 Come see us at Chick-fil-A Kapolei Parkway from 6:30 a.m. - 9 p.m.! We're excited to serve West O'ahu!

#cfakapolei

Opening hours included and captions are interactive



Posts showcase the Mobile App



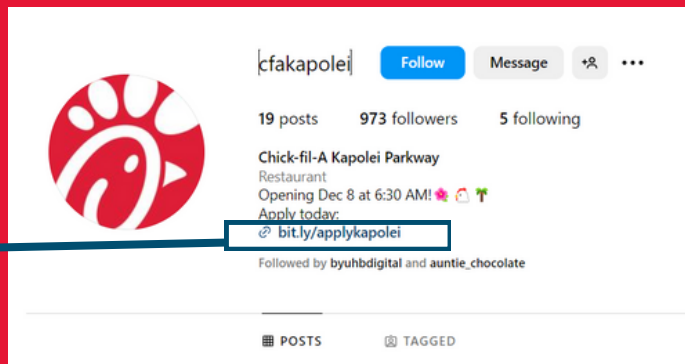
54 likes

cfakapolei Chick-fil-A is home to THE Original Chicken Sandwich. Two pickles, one freshly breaded chicken breast and a buttered bun toasted to perfection. 🍔 Are you excited to try it?

#cfakapoleipkwy

Invitation to Action and Simple Captions

Hiring Link

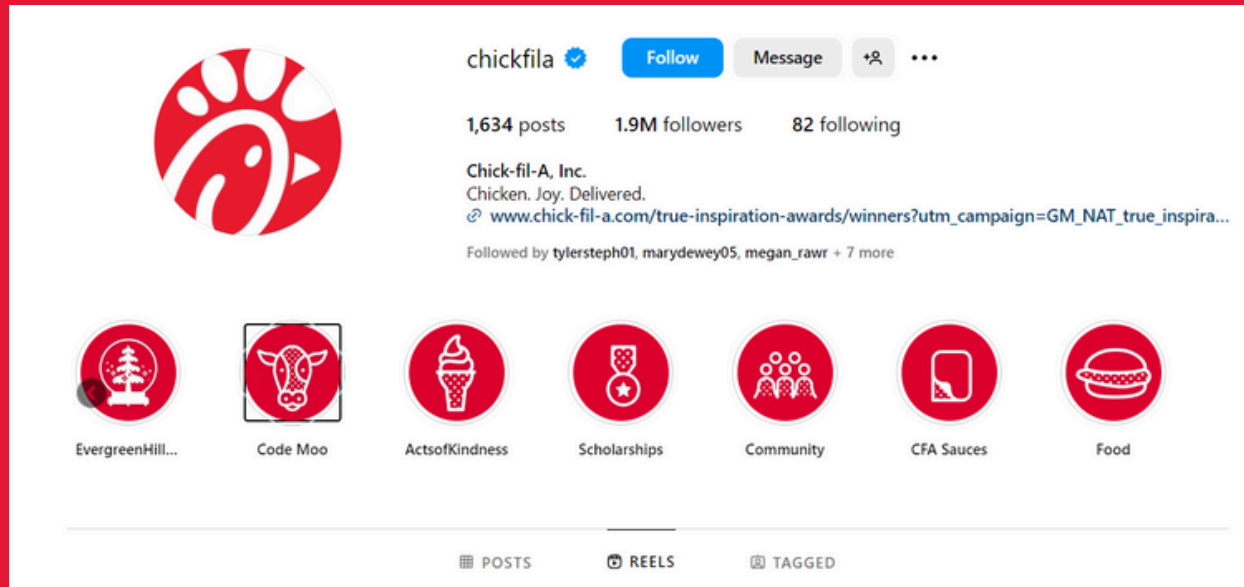


Kapolei Chick-fil-A Instagram Opportunities

- Increase follower count
- Utilize the Reel feature to increase engagement
- Add Highlights to organize and archive stories



SOCIAL



Our Instagram Strategies

- Increase sales
- Increase followers and engagement over 8 weeks



STRATEGY ANALYSIS:

CHALLENGES

- Increase brand awareness
- The Kapolei community is unfamiliar with Chick-fil-A
 - Menu Items
 - App
 - Hours/Location
 - Catering
 - Pricing

ENGAGEMENT

- Strategically use social media tools to drive engagement/overall following
 - Collabs, music, polls
 - Call to actions
 - Interactive posts (reels)
- What makes **you** stop?

HAWAIIAN FOCUS

- Include Hawai'i-specific designs, phrases, and music
 - Cater to the local audience
 - Ultimately prioritizing staying on brand
- Help locals to relate to a new brand more seamlessly

COLLABORATION

- Opportunity to collaborate with other Hawai'i locations
 - Makiki, Ala Moana, Maui
- Collaboration posting
 - Increase brand awareness through familiarity
 - Repost/share content
 - Drive up engagement



CONTENT

Social Media Team



SOCIAL

WEEK ONE

Social Media Team



SOCIAL



Tag other O'ahu locations!

Caption:

Did you know there are three Chick-fil-A different locations in O'ahu? We are located in Makiki, Honolulu, and now Kapolei! Check out one of our locations and order a delicious meal! Tag a friend you want to grab a sandwich with. 🤝🍷

Hashtags:

#ChickfilAKapolei #Alamoana #Makiki #EatMorChikin #QualityService
#CommunityLove #ChickfilAFavorites
#KapoleiEats #DeliciousDining



SOCIAL



Chick-fil-A has you covered for all meals!

Whether you're craving a classic favorite or feeling adventurous, our menus are here to satisfy your hunger. Dive in and taste the goodness of Chick-fil-A today. Enjoy every flavor on our Chick-fil-A menus, from our classic chicken sandwiches to our crave-worthy salads and sides, there's something for everyone. 🍔 😊

#ChickfilAKapolei #EatLocal #EatMorChikin #QualityService
#CommunityLove #ChickfilAFavorites #BehindTheScenes #KapoleiEats
#DeliciousDining #FoodieFaves #HawaiianHospitality



SOCIAL

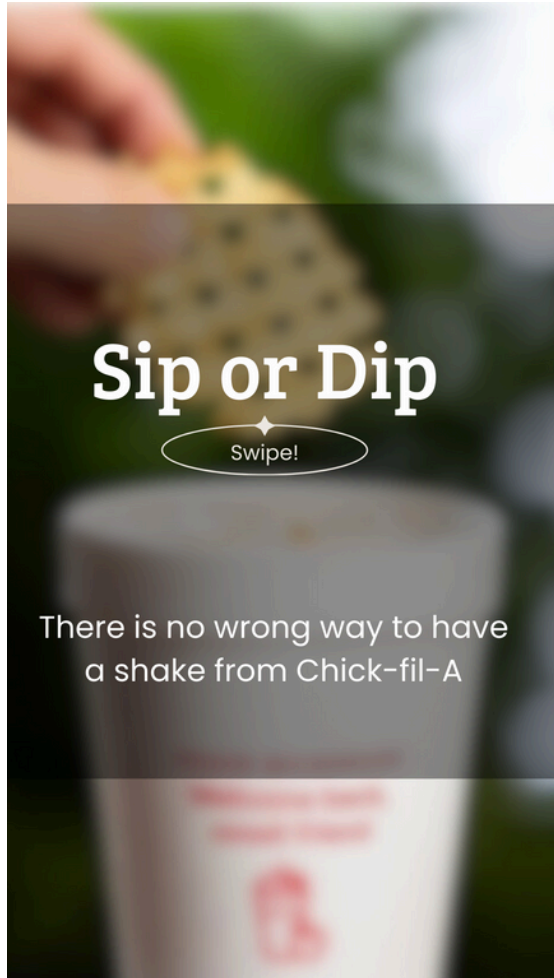


Dreams do come true at Chick-fil-A Kapolei. Explore a world of flavor with Chick-fil-A's menus! From crispy chicken delights to refreshing beverages and sweet treats, there's a delicious option for every craving. Join us for a delicious mealtime experience! 🍔🥤😄

#ChickfilAKapolei #EatMorChikin #QualityService
#CommunityLove #ChickfilAFavorites #BehindTheScenes
#KapoleiEats #DeliciousDining #FoodieFaves
#HawaiianHospitality



SOCIAL





WEEK TWO

Social Media Team



SOCIAL



Craving perfection? Our sandwiches only get better with every bite. 🍷

What Chick-fil-A sandwich are you dreaming of right now? Comment below!

#ChickfilAKapolei #EatMorChikin #QualityService
#CommunityLove #ChickfilAFavorites #KapoleiEats
#DeliciousDining #FoodieFaves #HawaiianHospitality



SOCIAL



You make a difference



**You are going to do
great things today**



You got this

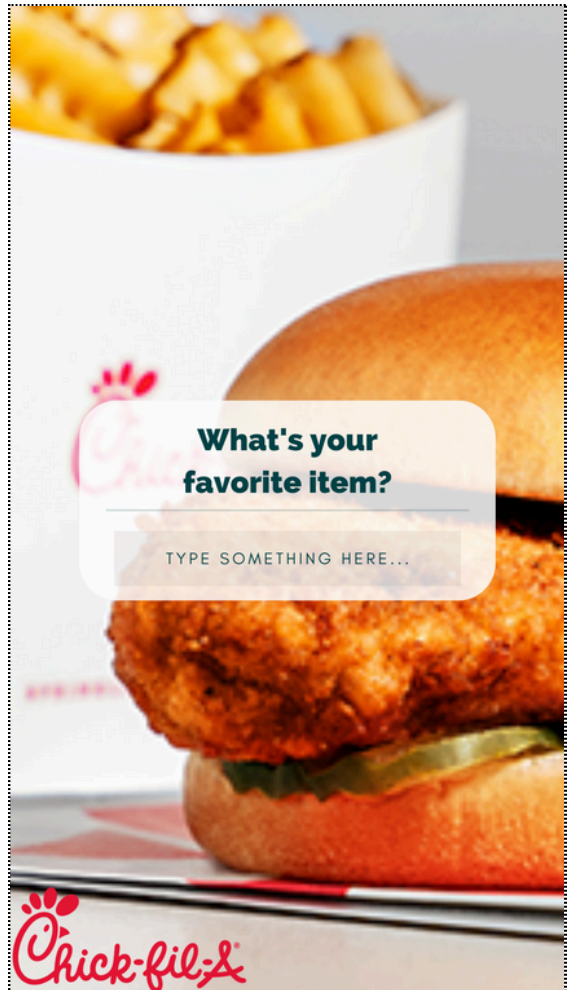
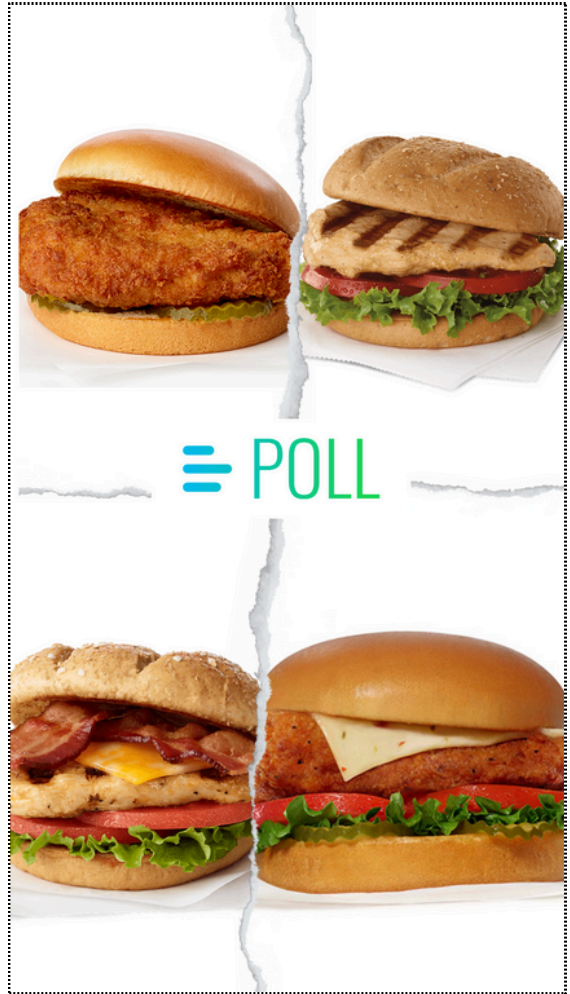
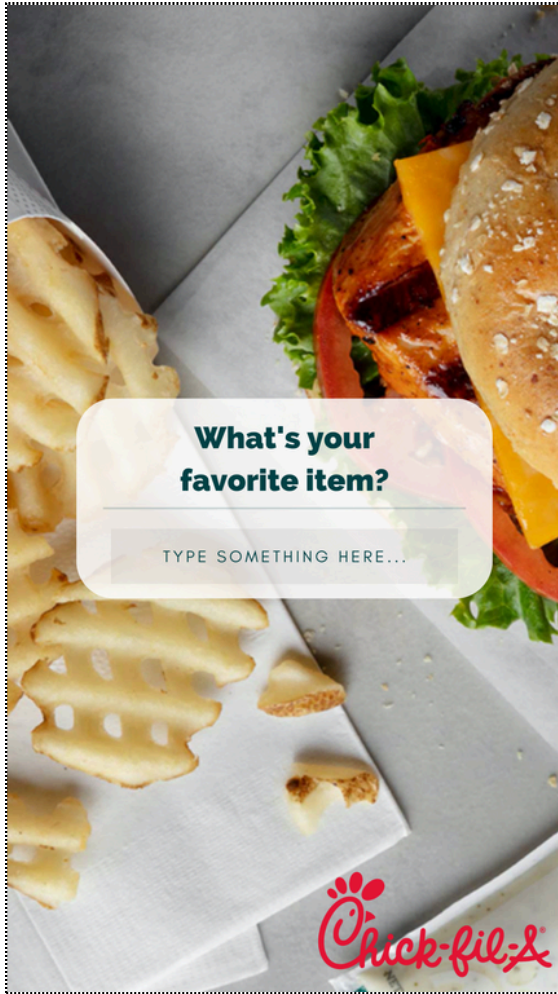


Experience the heartwarming service that sets Chick-fil-A apart! 🌟 Our team members are dedicated to providing you with the best service, every time. From smiles to speedy service, we're here to make your day brighter!

#ChickfilAKapolei #EatMorChikin #QualityService #CommunityLove
#ChickfilAFavorites #BehindTheScenes #KapoleiEats #DeliciousDining
#FoodieFaves #HawaiianHospitality



SOCIAL





WEEK THREE

Social Media Team



SOCIAL



Chick-fil-A Kapolei Catering

Now Available

For inquiries or orders,
please email us at
cfakapoleicatering@gmail.com

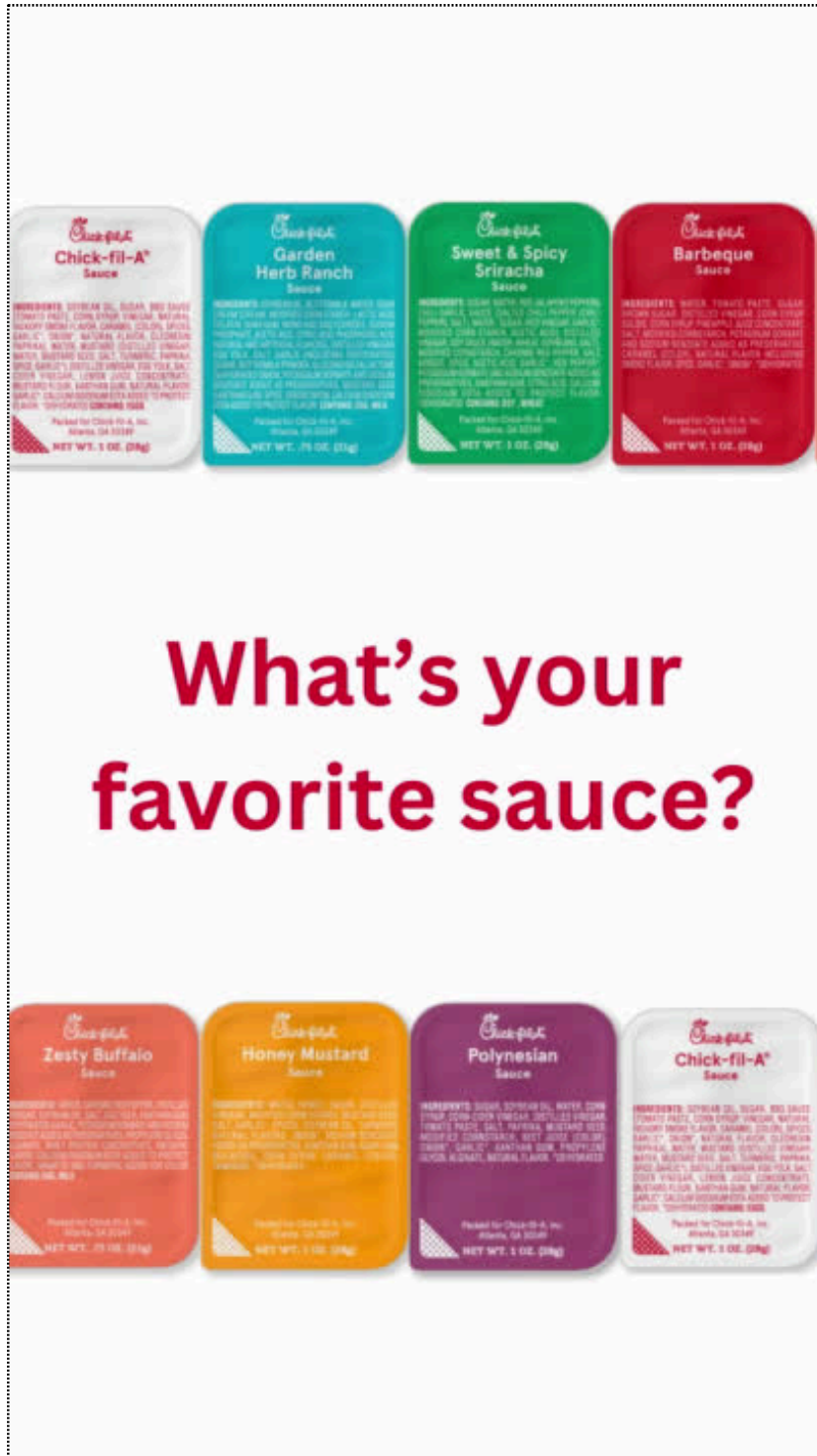
Do you know Chick-fil-A Kapolei does catering? Chick-fil-A catering has you covered for birthdays, holidays, graduation, or whatever the event.

Email address: cfakapoleicatering@gmail.com

#chickfila #chickfilakapolei #chicken #chickfilasauce #catering
#sandwich #salad #kapolei #oahu #hawaii #chickfilahawaii



SOCIAL



Have you tried all the sauces at Chick-fil-A yet? Comment your favorite sauce!

#chickfila #chicken #chickfilasauce #sauce #tasting #mobilethru #chickfilakapolei #chickfilahawaii #kapolei #oahu #hawaii



SOCIAL



Mornings are better with Chick-fil-A breakfast. Come and get quick and delicious meals. Breakfast is always a good idea! Order now at Chick-fil-A Kapolei!

#chickfila #chicken #chickfilasauce #sauce
#tasting #mobilethru #chickfilakapolei
#chickfilahawaii #kapolei #oahu #hawaii



SOCIAL

≡ POLL



≡ POLL



≡ POLL



VS.



VS.



VS.



Sip and snack

Cherry Berry Frosted Lemonade
&
Waffle Potato Fries



Chick-fil-A Kapolei
91-5480 Kapolei Pkwy
Mon-Sat 6:30-9

What's your favorite sauce
with nuggets?



Tap to Vote for the best
Chick-fil-A sauce>>>





SOCIAL

WEEK FOUR

Social Media Team



SOCIAL



It's time to #EatMorChicken at Chick-fil-A Kapolei! Whether it's crispy nuggets or a classic sandwich, there's something delicious waiting for you 🍗👉

#chickfila #eatmorchicken #chicken #hamburger
#sandwich #friedchicken #chickfilakapolei
#chickfilahawaii #kapolei #oahu #hawaii



SOCIAL



Sip, savor, and soak up the sunshine with our refreshing drink options! ☀️🥤 Whether you're craving a classic lemonade, sweet tea, or something a little cooler, we've got you covered.

#chickfila #chicken #tasting #mobilethru #sipintosummer
#chillwithchickfila #chickfilakapolei #chickfilahawaii #kapolei
#oahu #hawaii



SOCIAL

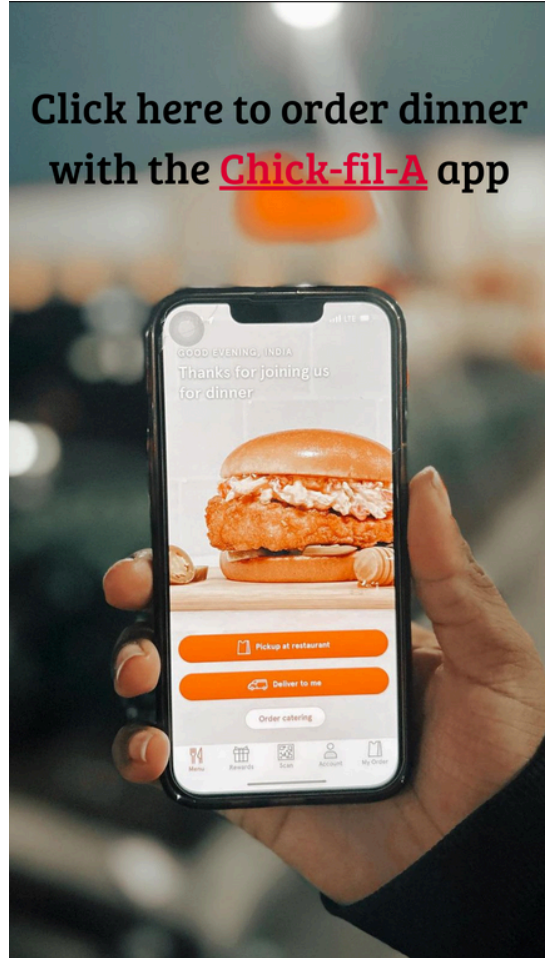


Healthy never tasted so good!!! Savor the crunch, satisfied with the freshness 🍅 Treat yourself to our tantalizing salads at Chick-fil-A 🥗

#chickfila #chicken #salad #healthy #tasty #dressing #chickensalad #eatmorchicken #chickfilakapolei #chickfilahawaii #kapolei #oahu #hawaii



SOCIAL



What's your favorite flavor?



Vanilla

Chocolate

Strawberry

Cookies & Cream

Today's Breakfast Feature:

Try these menu items out the next time you visit for breakfast from 6:30-10:30AM





WEEK FIVE





SOCIAL



+



VS



+



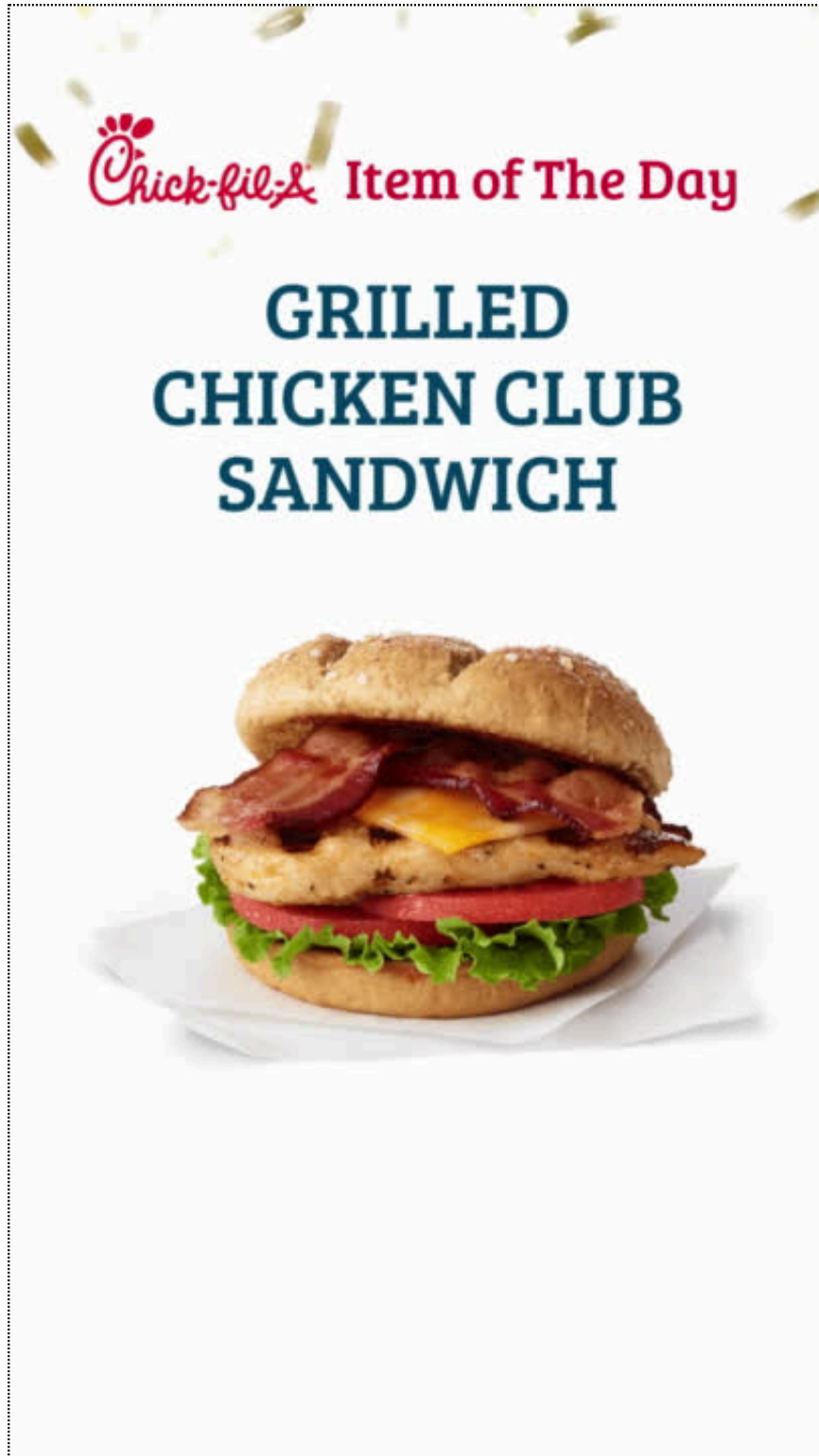
Chick-fil-A Kapolei

Chick-fil-A's Icedream is the perfect compliment to our Chocolate Chunk Cookie and Chocolate Fudge Brownie. Which combination are you choosing? Comment below!

#IceDream #ChickfilAIceDream #ChunkyGoodness #sweetswirl
#ChickfilADesserts #SweetTreats #FrozenJoy #EatMorIceDream
#DessertLovers #ChickfilAYum



SOCIAL



The Grilled Chicken Club Sandwich is one of our favorite menu items. Have you tried it yet? Come taste the luxury and let us know what you think in the comments below.

#menu #Chick-fil-A #FoodLove #Yummy #Hungry #Tasty
#FastFood #Foodislife #itemoftheday #ChickfilANuggets
#ChickfilASauce #ChickfilAFamily



SOCIAL


Swipe to See Our
Operator's
Favorite Combo



There are seriously too many good options to choose from! Check out the favorites of our owner, Spencer Goo! What's in your bag? Comment your go-to order below for a chance to win a combo on us!

#chickfila #chickfilakapolei #chicken #chickfilasauce
#kapolei #hawaii #oahu #tasting #mobilethru
#chickfilahawaii



SOCIAL

QUIZ TIME!

What year did the first Chick-fil-A open?

- A 1946
- B 1994
- C 2008
- D 1988

What is your favorite Chick-fil-A Sauce?

- A POLYNESIAN
- B HONEY MUSTARD
- C BARBECUE
- D OTHER

How do you like your nuggets?

- A ORIGINAL
- B GRILLED
- C SPICY
- D OTHER

COOL DOWN 🎵



WITH SOME OF OUR
TROPICAL LEMONADE



THANK YOU

We hope to see you soon!



WEEK SIX

Social Media Team



SOCIAL



Chick-fil-A® Nuggets

Chick-fil-A Nuggets: A fan favorite, delicious and dippable! Come down and enjoy some delicious crispy chicken nuggets with your favorite sauce to top it off!

#ChickfilA #EatMorChicken #ChickfilANuggets #FoodLove #Yummy #Hungry #Tasty #FastFood #Foodie #Nuggets



SOCIAL



At Chick-fil-A, we LOVE convenience and hope you do too! Our pickup and delivery orders are available now. See you soon!

#chickfila #convenience #pickupoptions #deliverservice
#fastfoodlove #orderonline #quickmeals #chickfilalove
#easypeasy #foodiealert#orderonline #quickmeals
#chickfilalove #easypeasy #foodiealert



SOCIAL



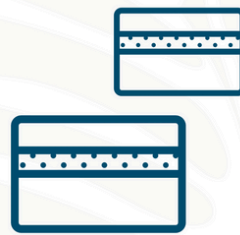
ORDER WITH EASE IN THE APP →



FILL YOUR BAG



SIGN IN TO GET POINTS



CHECK OUT



COME ON BY!

Did you know we have an app? Download our app and create an account to save time and skip the line! 📱 Order ahead with our Chick-fil-A mobile app today for a faster, fresher experience.

#ChickfilAMobileApp #ConvenienceAtYourFingertips #FasterService
#SkipTheWait #OrderAhead #EasyAndEfficient #DeliciouslyDigital
#MobileMunching #Kapolei



SOCIAL





WEEK SEVEN

Social Media Team



SOCIAL



Chick-fil-A®

Visit our newest location on Oahu to try our signature chicken sandwich!



Tag other O'ahu locations!

Introducing our newest location in Oahu , Hawai'i. Don't miss out on our mouth-watering chicken sandwich - a favorite across all our locations. Come taste the deliciousness today!

#EatMorChikin #ChickfilaLove #ChickfilaCravings #ChickfilaFanatic
#ChickfilaGoodness #ChickfilaFam #ChickfilaMagic
#ChickfilaFavorites



SOCIAL



Tired of waiting? Download our app and skip the line!

#EatMorChikin #ChickfilaApp #ChickfilaCravings
#ChickfilaAddict #ChickfilaObsessed
#ChickfilaFanatic #ChickfilaGoodness #Skiptheline
#ChickfilaMagic #ChickfilaFavorites



SOCIAL

Don't Sleep
on These
Menu Items



Have you
tried our...



Chicken Noodle Soup

Or our...



Market Salad

How about
our....



Hash Brown Scramble Bowl

Want Something
Delicious?



Grilled Chicken Club Sandwich

Are you sleeping on the many different ways to eat chicken? It's time to wake up your taste buds and try our unique offerings! 🌟 Who knows? Your new favorite might just be waiting to be discovered!

#chickfila #chickfilakapolei #chicken #chickfilasauce
#kapolei #hawaii #oahu #tasting #mobilethru
#chickfilahawaii



SOCIAL

Spicy?



≡ POLL



Or Not?

Crispy?



≡ POLL



Grilled?

Warm?



≡ POLL



Cold?



Come See Us!
M-S 6:30am-9pm
Closed on Sunday

91-5480 Kapolei Pkwy Bldg. 3,
Kapolei, HI 96707



WEEK EIGHT

Social Media Team



SOCIAL



What's your go-to Chick-fil-A meal? Share it on Instagram from now until Friday at 5 pm, and you could be the lucky fan to win a FREE MEAL! Don't miss out on this delicious opportunity!



#EatMorChikin #Giveaway #ChickfilaCravings
#ChickfilaAddict #ChickfilaObsessed #ChickfilaFanatic
#ChickfilaGoodness #ChickfilaFam #ChickfilaMagic
#ChickfilaFavorites



SOCIAL

**Can you STOP the
Chicken Sandwich?**



Press To Stop

Hope you guys enjoyed the game! And hey, if you accidentally hit that like button, we won't judge – we know it's hard to resist! But remember, all good things must come to an end, so don't miss your chance to stop by and indulge in the Chick-fil-A magic. 🌟

#ChickfilA #TasteTheMagic #chickfilakapolei #chicken
#chickfilasauce #kapolei #hawaii #oahu #sauce #tasting
#mobilethru #chickfilahawaii



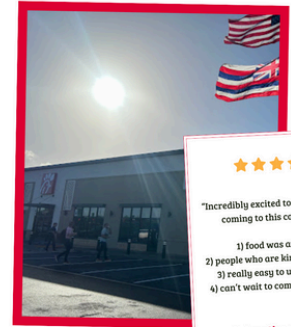
SOCIAL

What Our Customers Are Saying



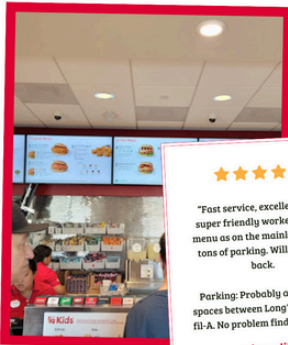
★★★★★
 "Great food and amazing service if you haven't tried Chick-fil-A get it's a must do. I've been to a few on the mainland and the Kapolei location is top notch. Real chicken, nuggets and Mac and cheese for my boy, and don't forget the polynesian sauce and the Frosted lemonade, kanak attack. Tell them Unko Broddah sent you."
 Kealii Kane

CUSTOMER REVIEW



★★★★★
 "Incredibly excited to see Chick-fil-A coming to this community!
 1) food was amazing
 2) people who are kind and friendly
 3) really easy to use their app!
 4) can't wait to come back 🙌"
 Johnathan Reading

CUSTOMER REVIEW



★★★★★
 "Fast service, excellent food, super friendly workers, same menu as on the mainland. Also, tons of parking. Will be going back.
 Parking: Probably a hundred spaces between Long's and Chick-fil-A. No problem finding a spot."
 pbandj37

CUSTOMER REVIEW



★★★★★
 "This was a very clean, new location. Ended up going inside as the drive thru was as long as can be imagined. And there was no line inside. Got fries, a chicken sandwich, and chicken bites. All amazing as always. And I'm so appreciative that I was able to get one of every sauce so I could figure out what I liked. Lastly, customer service here was awesome. The girl who helped me was exceedingly nice/polite :)
 John T

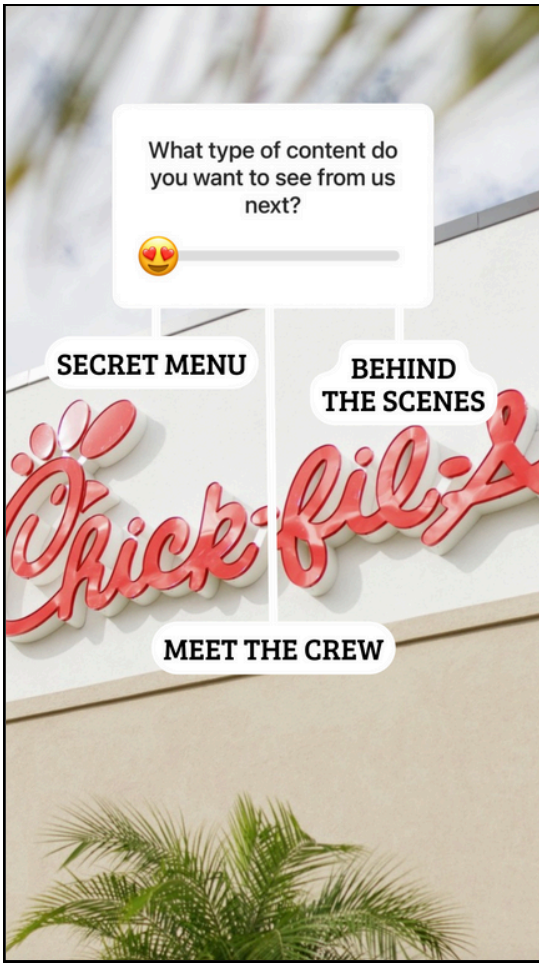
CUSTOMER REVIEW

Curious to know what people think of Chick-fil-A Kapolei? Swipe to see...

Hashtags: #foodreviews #chickfilakapolei #foodies #reviews #chickfilamoms #eatmorechicken #Kapolei #chickensandwich #foodlovers #tasty



SOCIAL





SOCIAL

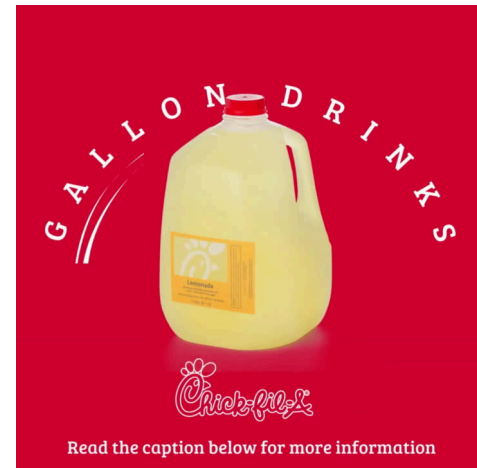
CATERING

Social Media Team



SOCIAL

Chick-fil-A CATERING OPTIONS



Need to feed your guests? Look no further than our delicious catering platters for any time or event!

Use our email - cfakapoleicatering@gmail.com to reserve catering for your event.

#chickfila #chickfilakapolei #chicken #chickfilasauce #kapolei #hawaii #hawai'i #oahu #o'ahu #catering #sandwich #salad #nuggets #chickfilahawai'i



SOCIAL

Need to feed your hungry Ohana?



Tired of serving the same thing for your big events? We have the right catering service ready for you!

Use our email - cfakapoleicatering@gmail.com to reserve catering for your event.

#chickfila #chickfilakapolei #chicken #chickfilasauce #kapolei #hawaii #hawai'i #oahu #o'ahu #catering #sandwich #salad #nuggets #chickfilahawai'i



SOCIAL


CHICK-FIL-A
**NUGGET
TRAYS**



Make your next event a hit with our signature Chick-fil-A Nugget Tray! From football games to corporate gatherings, our delicious nuggets are sure to be a hit! 🍷 ✨

#Nuggets #DeliciousDining #ChickfilaKapolei
#CateringGoals #ChickfilaCatering



Video Team Strategy



STRATEGY ANALYSIS:

CHALLENGES

- Capturing the Gen Z audience and attention
- Training videos being concise yet conveying all necessary information
- All videos feeling consistent

ENGAGEMENT

- Introducing elements to increase engagement
 - Animation
 - Voice overs
 - Interview style
 - Story telling
 - Images
 - Quizzes

EMPLOYEE FOCUS

- Conveying the Aloha and Chick-fil-A spirit of the Kapolei location
- Feeling welcomed as a new hire
- Getting to know Spencer Goo

CONSISTENT

- Ensuring all the videos are within Chick-fil-A branding and guidelines
- Using the same opener and closer so all videos feel connected



VIDEO

Introduction to Kapolei



WELCOME TO CHICK-FIL-A
IN KAPOLEI

Employee training





VIDEO

History & Principles



HISTORY & GUIDING PRINCIPLES

Employee training





VIDEO

Spencer Goo Introduction



INTRODUCTION TO SPENCER GOO

Owner and Operator of Chick-fil-A Kapolei

Employee training





Core Values



Spencer Goo

Owner & Operator





VIDEO

Expectations



CHICK-FIL-A KAPOLEI

Employee training





VIDEO

TRAINING APPS:



VIDEO

Hot Schedules



HOT SCHEDULES

Employee training





VIDEO

Pathway (CFA Home)





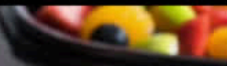
One Click





VIDEO

Slack





VIDEO

Location Tour



CHICK-FIL-A KAPOLEI

Employee training





Next Semester: Hiring-Focused Campaigns

- **Social Media Campaigns** targeted at hiring
- **Hiring Events** targeted to high school students
- **Flyers & Posters** to promote hiring
- **Additional Promotional Ideas** for hiring & retention

MAHALO, from the bdigital Team



BYU
HAWAII | **bdigital**

 [byuhbdigital](https://www.instagram.com/byuhbdigital)

 <https://bg.byuh.edu/bdigital/>