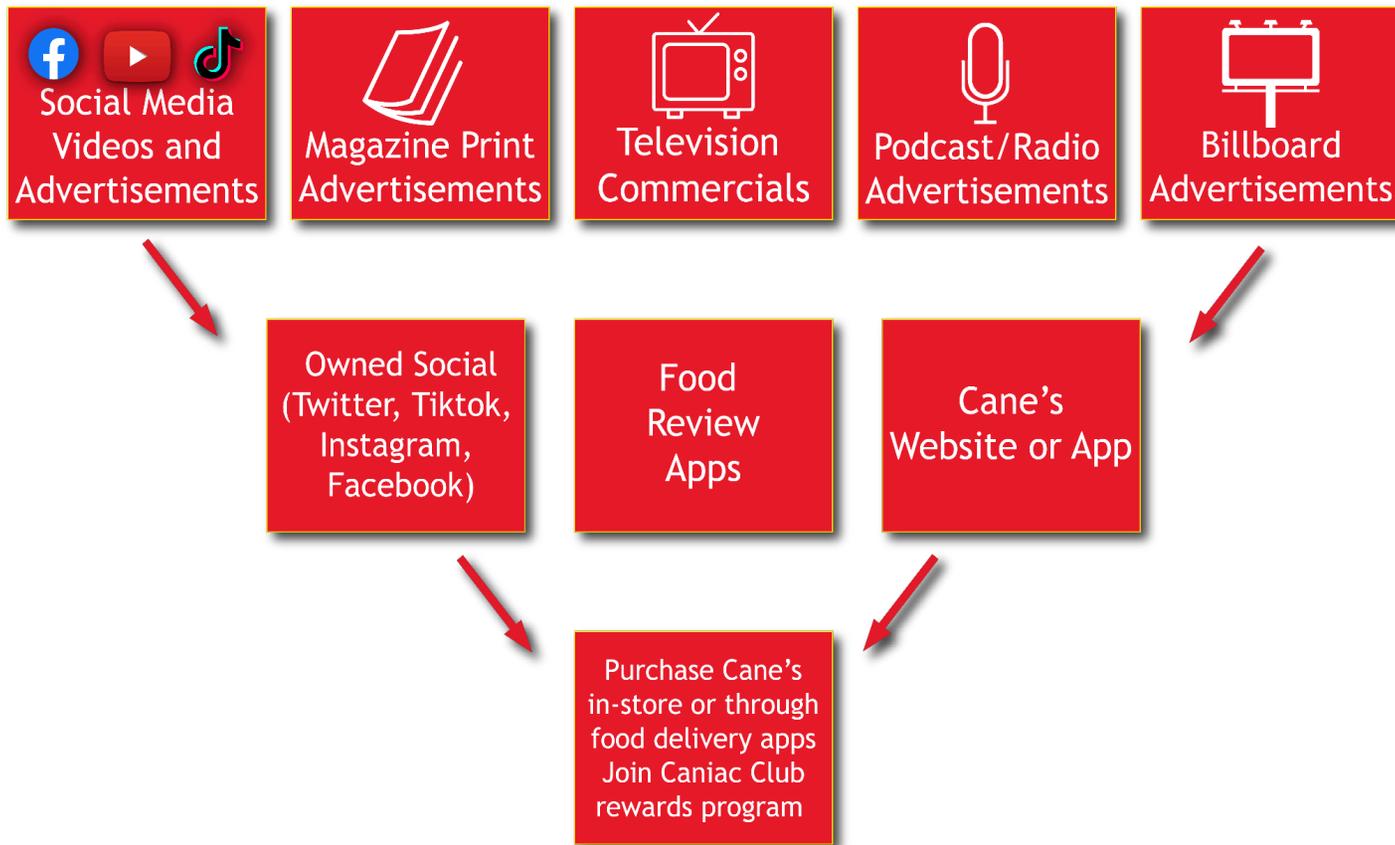


Group C7: Caden Jones, Thomas Sanders, Selena Adetunji

BRAND	Raising Cane's Chicken Fingers
AUDIENCE	<p>Our primary target audience is Millennials (ages 26-42)</p> <p>Demographics:</p> <ul style="list-style-type: none"><li>• Average yearly income is \$35,592</li><li>• Marry later than other generations</li><li>• Very educated (¼ have a bachelor's degree)</li></ul> <p>Psychographics:</p> <ul style="list-style-type: none"><li>• Always look for an easier way to do something</li><li>• Want quick information and appreciate communication that's bold and to the point</li><li>• Tech-savvy multi-taskers</li></ul>
GOAL	Increase sales by 25% this holiday season
INSIGHT	The "Cane's sauce" is the main reason our target audience buys Raising Cane's chicken fingers.
MESSAGE	Raising Cane's is the best fast food chicken restaurant that delivers a special sauce, Cane's sauce.
VOICE	<ul style="list-style-type: none"><li>• Cool</li><li>• Spunky</li><li>• Family/Group friendly</li><li>• Hardworking</li><li>• Leisurely</li></ul>



New and existing customers of Raising Cane's will be targeted through our social media advertisements and videos, print ads in magazines, TV ads, podcast/radio ads, and billboard advertisements. In terms of social media usage, Millennials are mostly on Facebook, YouTube, and TikTok, so we are going to place ads there specifically. Since they are a tech savvy group and always on the go, this will effectively reach them. Magazine ads are also a staple medium, as most millennials still do read magazines. Magazines are an effective way to give out bold and "to the point" communication to target millennials desire for

that specifically. Television commercials will hit this demographic that still consistently watches cable, and so will ads through streaming services like Netflix or Hulu, which millennials frequent for television media. With radio, podcast, and billboard advertisements, we will be able to reach the "on the go" millennials who still listen to radio and podcast often. Whether they are commuting to work or multi-tasking we will be able to reach them. As was said, this group is tech savvy, so after they are reached by any of our ads, but specifically the social media ads, they will be moved to engage with the owned socials of Cane's. They might also see ads through magazines, television, or podcasts/radio and be moved to use food review apps or download the Cane's app or visit the site directly and see what they offer. From these engagements, they will be moved to act, which would include purchasing Cane's in-store or through a third-party delivery app, as they frequently use those as well. Finally, Millennials deeply enjoy rewards programs and finding an easier way to do things, so they will be moved to joining the Caniac Club rewards program.

# COME FOR THE SAUCE, STAY FOR THE CHICKEN



Our big idea for Cane's campaign involved the cool, leisurely, and spunky moods of the brand's tone. The big idea was "Come for the sauce, stay for the chicken". This reflects the insight directly, recognizing that the sauce is why customers eat at Cane's chicken tenders. This ad would be a full print magazine ad. Our body copy at the bottom relays a message of taking a break from boring chicken tenders and spicing up the experience with Cane's sauce. The body also mentions how the brand is aware that their sauce makes them different from other chicken restaurants, emphasizing the cool tone and reflecting the message of the campaign. The visuals of the dog with sunglasses eating a chicken tender dipped in the Cane's sauce emphasizes this cool and spunky voice as well.

**At Cane's we know our sauce is what sets us apart from the rest.  
Take a break from boring chicken tenders and get dipping today.**