

How Chick-fil-A Listened to Fans and Successfully #BroughtBackTheBBQ

Together with creative agency, Moxie, and Sprinklr, Chick-fil-A improved brand sentiment through the #BroughtBackTheBBQ relaunch campaign.

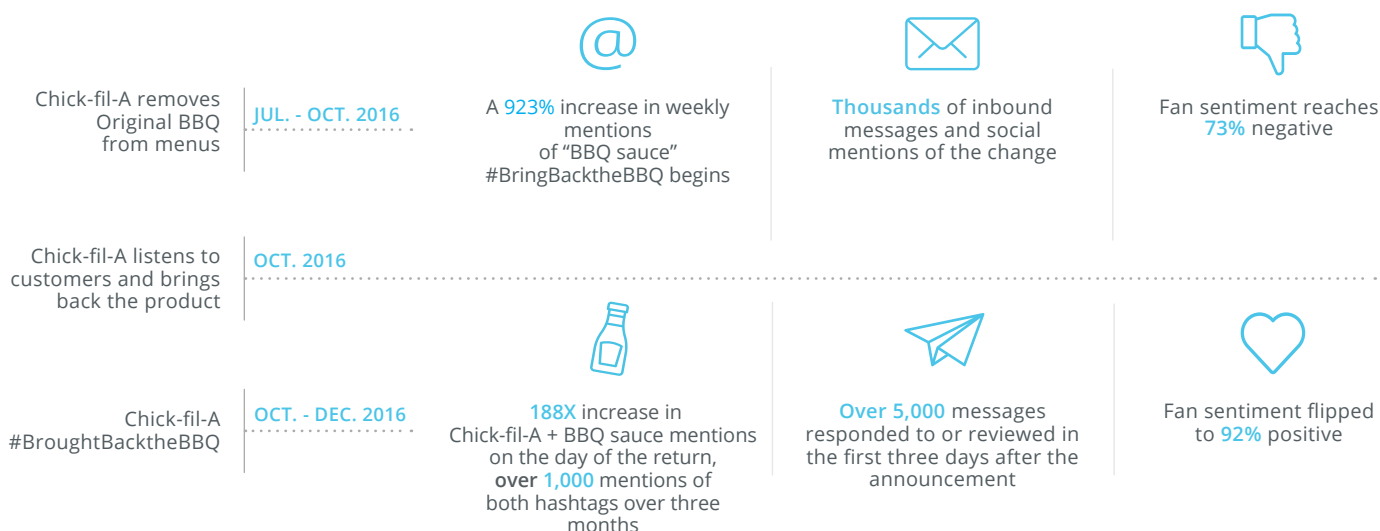
overview

In July 2016, Chick-fil-A replaced their Original BBQ sauce with a new Smokehouse BBQ variety. Immediately, fans expressed outrage over the change. Through Sprinklr, Chick-fil-A quickly noticed a rapid increase in conversation and negative sentiment. Fans upset by the change began expressing this on social using #BringBackTheBBQ. Some even drew up petitions and boycotted restaurants.

Given the negative reaction, Chick-fil-A decided to #BringBackTheBBQ in what was their first product return in history. To make the campaign successful, they knew that they needed a way to reach hundreds of thousands of fans, especially the ones that had called for this change, in a way that was consistent across all touchpoints. Most importantly, they wanted to respond to fans personally to show how much the brand really cared.

#BroughtBackTheBBQ by the numbers:

Before the BBQ sauce change, Chick-fil-A saw only 130 weekly mentions of BBQ sauce. That changed once Original BBQ sauce was removed from stores.





solutions

Before the launch, the team created new queues, dashboards, and profile tags to track the shift in volume and sentiment around the product change. They also developed a “BBQ Sauce Return” tag with the publishing and scheduling feature to plan the campaign content in advance.

Moxie and Sprinklr created a client dashboard so that members of the Chick-fil-A team could engage directly in the conversation and see real-time results. Sprinklr elevated community engagement by allowing 5 different members of the social team to manage individual responses to fans on one unified platform.

When the actual re-launch day came, Moxie, Sprinklr and Chick-fil-A created a “war room” for those engaging directly with fans. Using Sprinklr, the team responded individually to customers who complained about the change. They then measured the effectiveness of the campaign through the volume of community management responses and fan responses received (UGC), BBQ sauce listening mention volume, hashtag volume, and conversation sentiment.

With Sprinklr’s listening function, Chick-fil-A was able to identify the most influential and vocal fans who were upset by this change. The team chose the top 250 fans to surprise and delight with a custom S&D kit. Kits included t-shirts, bottles of the famous BBQ sauce, a BBQ sauce lunch box and more. When the participants posted about their kits, the team was able to immediately engage with them.

results

#BroughtBackTheBBQ stretched across the full span of brand-to-fan interaction, from one-to-one responses to community-wide engagement. By ensuring each guest felt valued and appreciated, Chick-fil-A built deeper relationships online with their loyal fans.

