



The University of Tennessee
Knoxville

The AMAze GroupTM

Weigel's Marketing Strategy Fall 2022

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Introduction

The overall objective for The AMAze Group was to build a marketing profile for Weigel's new line of hand-breaded chicken. The group created visibility and branding through the creation of taglines, name suggestions, billboard mockups, and social media marketing on Instagram and TikTok. In addition to this, the group conducted research with the use of a survey to gauge interest in the chicken and gather information from potential consumers.

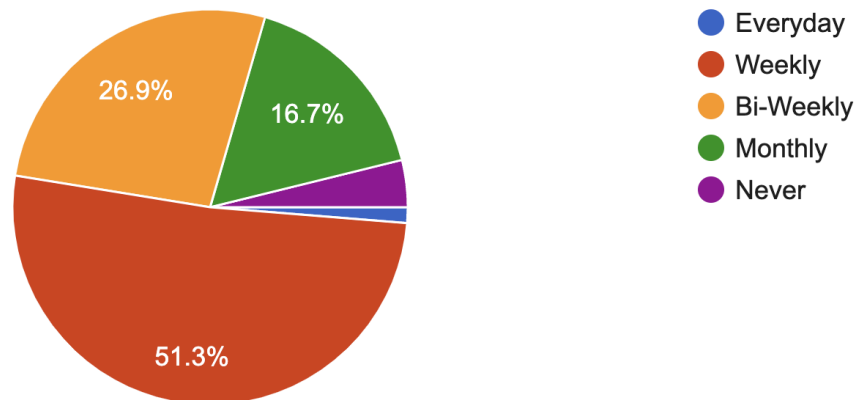
Research

I. Survey

The AMAze Group created a survey via Google Forms and sent it out to various University of Tennessee-Knoxville students and Knoxville residents, receiving 78 responses in total. The goal of the survey was to gauge customer opinions on Weigel's current food offerings and their overall chicken consumption habits.

How often do you order take out?

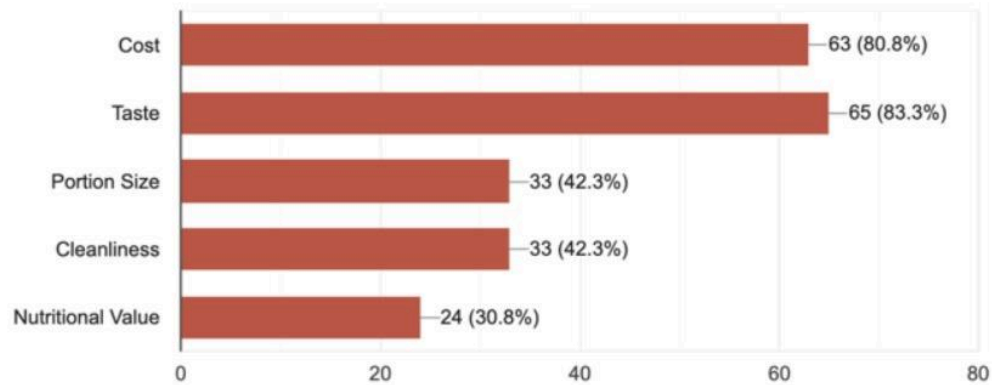
78 responses



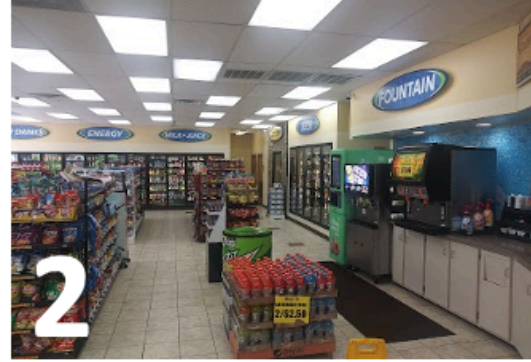
The AMAze Group decided to look into how often the average consumer orders take out. The results indicated that around half of consumers order take out weekly. Around 27% order take out more frequently, either ordering bi-weekly or every day. 16.47% order monthly and less than 5% never order take out. Given these results, it can be inferred that consumers are responsive to and comfortable with the process of ordering takeout.

What kind of qualities do you look for when purchasing convenience store food?
Select all that apply.

78 responses



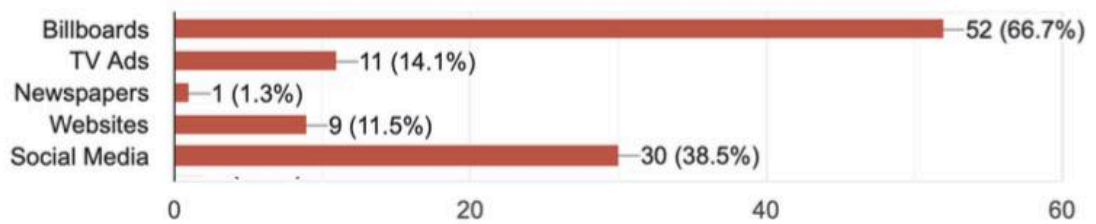
The AMAze Group wanted to assess what factors were most important to a customer when he or she is purchasing convenience store food. A large majority of respondents, over 80%, replied that they value the cost and taste of the item. 42% of the customers consider portion size or the cleanliness of the facilities in their decision, while only a small amount, 31%, factor in nutritional value. Given the data presented, The AMAze Group feels that Weigel's priorities match with consumers' typical criteria.



The AMAze Group believed it would be important to include a question regarding the preferred convenience store atmosphere. The group included four pictures of different convenience stores around Knoxville to see which atmosphere was most appealing. The two most well-received options were “Option 3” at 44.9%, and “Option 1” at 37.2%. The AMAze Group felt that it was important to see what was most attractive to potential customers. “Option 3” is Weigel’s, so The AMAze Group recommends that Weigel’s keep the current in-store branding and atmosphere when designing and implementing their new Weigel’s Kitchen store models.

What exposure have you had to Weigel's advertising? Select all that apply.

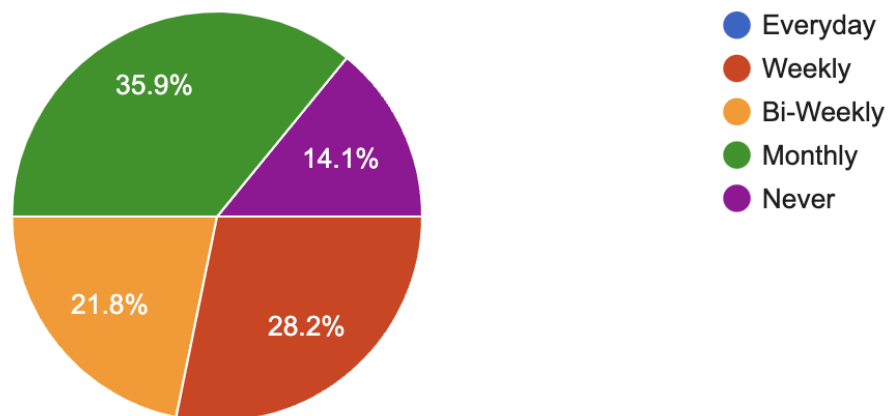
78 responses



The AMAze Group looked at Weigel's advertising exposure among the respondents to gather what channels would be appropriate for marketing the new chicken offerings. From the survey, the channels where consumers are most exposed to Weigel's marketing efforts are billboards and social media. To effectively advertise the new chicken and Weigel's Kitchen as a whole, The AMAze Group suggests utilizing billboards and social media.

If you eat fried chicken, how often do you eat it?

78 responses

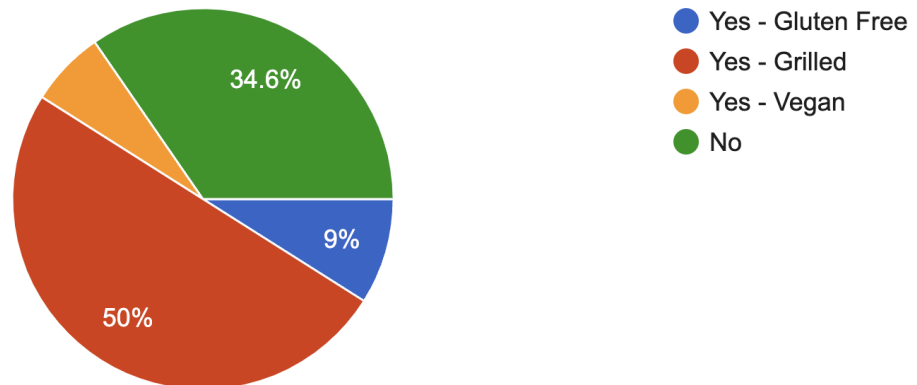


To determine how often Knoxville residents eat fried chicken, The AMAze Group asked respondents if they eat fried chicken daily, weekly, bi-weekly, monthly, or never. The AMAze Group found that 28% of respondents order fried chicken weekly and 22% on a bi-weekly basis, a combined total of 50%. In addition, 35.9%

of respondents eat fried chicken monthly. These results indicate that many Knoxville residents regularly consume fried chicken.

Would you be interested in more chicken alternatives?

78 responses



The AMAze Group wanted to gain insight on whether or not offering dietary alternatives is a good idea and found that 65.4% of respondents do want an alternative to fried chicken.

Specifically, 34.6% of respondents only ate fried chicken, 6.4% of respondents have an interest in vegan chicken, 9% of respondents have an interest in gluten-free chicken, and 50% of respondents like the idea of grilled chicken. Given the data received, The AMAze Group sees potential for growth in the styles of chicken offered.

Branding

Name

When considering the name for the new product, The AMAze Group wanted to select a name that would be catchy and that would also acknowledge Weigel's homemade sauces. The AMAze Group's favorite name option is *Weigel's Dippin' Chicken*. It highlights that the chicken is made for the new signature sauces while also being fun and catchy.

A few other name options to consider:

- Weigel's Winnin' Chicken
- Weigel's Hand-Breaded Chicken

Taglines

Taglines are an integral part of promoting a new product, they can catch a customer's attention and possibly influence them to make a purchase. The AMAze group wanted to highlight the convenience of the chicken, as well as the quality.

The taglines The AMAze Group created are:

- Fuel Your Car and Your Crew, We Made it Easy for You!
- Dip N' Dash with Weigel's Dippin' Chicken
- Dip N' Dash with Weigel's Kitchen!

Billboards

Overview

Billboards are an important component of branding because they are generally in high-traffic areas. This helps create product awareness in a broad audience. The AMAze Group wanted to create billboard designs that are cohesive with the typical Weigel's billboard design but place a new spin on them to generate excitement about the new chicken. The AMAze Group also wanted to highlight certain important aspects of the chicken, including convenience and quality.

Introducing the Chicken (January to March 2023)

To create buzz surrounding the new addition to the stores, The AMAze Group has created a few billboards that will attract the target consumer. Here are some of the examples The AMAze Group has made:





In the past, Weigel's has worked with UT athletes. The AMAze Group wanted to create a billboard where these athletes promoted the new chicken.

Sports-Themed:



Lastly, The AMAze Group has noticed that Weigel's tends to cater its advertisements towards the current holiday season. Here are some examples of holiday-specific billboards The AMAze Group has created:

The Holiday Season:



St. Patrick's Day:



The Fourth of July:



Social Media

Instagram

The AMAze Group has looked at Instagram and thought of a few ideas that would catch the attention of mothers and families. The company is already established, so The AMAze Group would not want to change the name, but just change the way that the company is perceived. The AMAze Group wants to market Weigel's as a nicer convenience store to get food, rather than just greasy food offered anywhere else. Making the posts look clean and simple will support the message that Weigel's is a nicer convenience store than the rest. The AMAze Group's goal was to stick to the main colors that Weigel's is currently using. Since the company wants to target mothers and families, brand recognition is important because children will notice the logo and the colors.

Mock Post Examples:



As Weigel's is preparing to introduce chicken within numerous stores throughout the 2023 year, The AMAze Group developed a sample Instagram post to help establish the chicken brand. The Instagram post illustrates to audiences the convenience of purchasing gas and food in the same location.



This post captures the attention of mothers by showing the little boy eating the chicken. Since most children are picky eaters, this is trying to promote the idea that every age will enjoy the new chicken. The icon in the bottom right corner is a placeholder for the Weigel's mascot to give their brand an image that captures the attention of a younger audience.



This post is great for the holiday season. This Instagram post targets mothers who are in the “Christmas List” mindset. Its primary role is more of a “seasonal post” for after Thanksgiving, but can also be tailored for every season.



weigel'sstores · Following
Knoxville, TN



Weigel's Dippin Chicken



Refuel your car and your crew. We
made it easy for you



146,934 likes

weigel'sstores Weigel's is launching their new hand-breaded chicken tenders, are you ready to try them? ... [more](#)

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Add a comment...

6 days ago

Weigel's often focuses on making posts where the product is the main focus of the post. The AMAze Group's goal was to use the logo and tagline to promote the new chicken.



The AMAze Group designed this social media post to introduce consumers to the various sauces that can be chosen when purchasing Weigel's chicken. Moreover, This post pushes potential consumers to try Weigel's chicken as they will be intrigued by the many different sauces available.

TikTok

The AMAze Group thinks TikTok is a useful social media source to help attract families to try the new chicken. Tiktok is a very large social media source that produces all different types of content. It is a way that customers can get an inside look into a business instead of just seeing Instagram or Facebook posts. The app has helped many companies receive positive attention along with getting to have a more interactive advertising style to show new products or services. Using TikTok can appeal to the families that the business is trying to reach with fun and creative videos.

TikTok ideas The AMAze Group created:

- A video showing the process of how Weigel's makes the chicken. Showing the process builds trust with the customer and they feel as if they are a part of the process. (tossed in the breading, fried, temperature checking, tossing in the basket, paired with sauce and sides, delivered to the customer)
- A video about being humanely sourced. Explain what Weigel's does differently to separate itself from the other, less ethical brands of chicken.
- A skit of someone pumping gas and their stomach growling and an employee asks if they have ever tried Weigel's chicken.
- A slow-motion video of the chicken being dipped or tossed in the sauces to make the viewer hungry.
- A skit of a dad telling his wife that she made really good chicken and the mom saying that she got it from Weigel's when fueling her car
- Tik tok with NIL players.
 - Skit idea: Have two of the players playing outside when all of a sudden it starts raining chicken. One of the players takes a bite and realizes how great Weigel's chicken is and then it starts raining sauce and enhances the flavor.

Conclusion

Throughout this deliverable, The AMAze Group presented ideas about branding and social media for Weigel's chicken. The AMAze Group conducted research as well to find out information about how consumers view fast food, fried chicken, and their tendencies with convenience stores. The AMAze Group hopes that with this information Weigel's has gained valuable and specific information about how to market their new chicken sector.

Lastly, The AMAze Group wants to thank you for this opportunity to work with Weigel's. This project has given the group insight into marketing strategies when starting something new. The AMAze Group is looking forward to hopefully seeing the implementation of these ideas and your business having even more success.