

6.5 Questions That Matter

Creative Brief

Project Name: **E10 Festive Feast**



Consumer Target? (How do they think/feel, and what's in it for them?)	Busy working moms with kids 3-11. The holidays are the busiest times of year for moms...who already describe their life as 'chaotic'. The kids are off from school; the relatives are coming, I need to shop for gifts, decorate and bake cookies and wrap. All of this is taking the holiday out of the holidays. More than any time of the year, moms need a break. 1
What is the product's reason for being? (<i>Habit, perception or belief...</i>)	Chix Festive Feast gives mom a well deserved gift by serving up an abundant festive meal the whole family will enjoy. 2
From whom or what occasion will the product source volume?	Home-made Family Dinners, Grocery (HMR) and other QSR/Casual Dining 3
What makes this product SO GOOD for Chix ?	Chix Festive Feast is a delicious, abundant family meal complete with 12 juicy pieces of Chix Recipe or Chix Grilled, 3 homestyle sides and six buttermilk biscuits for only \$20 bucks. 4
What are the food details and retail tactic?	\$19.99 Festive Feast – 12 pc mixed bucket, 3 sides and 6 biscuits 5
What are the executional considerations?	Feature Chix Recipe and Chix Grilled Holiday Theme should provide context We're looking for a powerful signature holiday spot that establishes Chix as a holiday tradition. 6

**the number
that makes us
stop & think**

**26. The
number of
hours Mom
really needs in
a day during
the Holidays**

E10 Festive Feast

**the
strategy**

**The Chix Festive
Feast lets Mom
share in the joy.**

**the
insight that
really matters**

**Holiday chaos can take
the joy out of the
season for Mom.**

**the creative
solution**

**The greatest gift: the
gift of family time.**