

EXHIBIT A



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(Use the "Back" button of the Internet

Browser to return to TESS)**Typed Drawing**

Word Mark	EAT MOR CHIKIN
Goods and Services	IC 042. US 100 101. G & S: restaurant services. FIRST USE: 19950619. FIRST USE IN COMMERCE: 19950619
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	75031044
Filing Date	December 11, 1995
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	July 30, 1996
Change In Registration	CHANGE IN REGISTRATION HAS OCCURRED
Registration Number	2010233
Registration Date	October 22, 1996
Owner	(REGISTRANT) CHICK-FIL-A, INC. CORPORATION GEORGIA 5200 Buffington Road Atlanta GEORGIA 30349
	(LAST LISTED OWNER) CFA PROPERTIES, INC. CORPORATION BY ASSIGNMENT DELAWARE 1105 NORTH MARKET STREET SUITE 928 WILMINGTON DELAWARE 19801
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	MICHAEL D. HOBBS, JR.
Type of Mark	SERVICE MARK

Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20060902.
Renewal 1ST RENEWAL 20060902
Live/Dead Indicator LIVE

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Typed Drawing

Word Mark	EAT MOR CHIKIN
Goods and Services	IC 042. US 100 101. G & S: restaurant services. FIRST USE: 19950619. FIRST USE IN COMMERCE: 19950619
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	75340161
Filing Date	August 13, 1997
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	January 26, 1999
Registration Number	2240326
Registration Date	April 20, 1999
Owner	(REGISTRANT) CHICK-FIL-A, INC. CORPORATION GEORGIA 5200 Buffington Road Atlanta GEORGIA 30349
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	MICHAEL D HOBBS JR
Type of Mark	SERVICE MARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR).
Live/Dead Indicator	LIVE

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Typed Drawing

Word Mark	EAT MOR CHIKIN
Goods and Services	IC 025. US 022 039. G & S: clothing, namely, T-shirts and sweatshirts. FIRST USE: 19950926. FIRST USE IN COMMERCE: 19951208
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	75044469
Filing Date	January 18, 1996
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	February 25, 1997
Change in Registration	CHANGE IN REGISTRATION HAS OCCURRED
Registration Number	2062809
Registration Date	May 20, 1997
Owner	(REGISTRANT) CHICK-FIL-A, INC. CORPORATION GEORGIA 5200 Buffington Road Atlanta GEORGIA 30349
	(LAST LISTED OWNER) CFA PROPERTIES, INC. CORPORATION BY ASSIGNMENT DELAWARE 1105 NORTH MARKET STREET, SUITE 928 WILMINGTON DELAWARE 19801
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	MICHAEL D. HOBBS, JR.
Prior Registrations	2010233

Type of Mark TRADEMARK
Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20070406.
Renewal 1ST RENEWAL 20070406
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Typed Drawing

Word Mark	EAT MOR CHIKIN
Goods and Services	IC 025. US 022 039. G & S: clothing, namely, hats, neckties, shirts, sweatshirts and T-shirts. FIRST USE: 19950619. FIRST USE IN COMMERCE: 19950619
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	75342586
Filing Date	August 18, 1997
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	July 28, 1998
Registration Number	2197973
Registration Date	October 20, 1998
Owner	(REGISTRANT) CHICK-FIL-A, INC. CORPORATION GEORGIA 5200 Buffington Road Atlanta GEORGIA 30349 (LAST LISTED OWNER) CFA PROPERTIES, INC. CORPORATION DELAWARE 1105 NORTH MARKET STREET SUITE 928 WILMINGTON DELAWARE 19801
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	MICHAEL D HOBBS JR
Prior Registrations	2010233;2062809
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR).

Live/Dead Indicator LIVE

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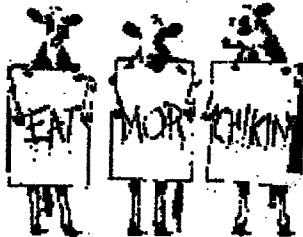
ASSIGN Status

TDR

TTAB Status

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Word Mark	EAT MOR CHIKIN
Goods and Services	IC 025. US 022 039. G & S: Clothing, namely, hats, neckties, shirts, sweatshirts and T-shirts. FIRST USE: 19960400. FIRST USE IN COMMERCE: 19960400
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	03.07.01 - Cattle; Oxen, cows, calves, bulls; Steers 07.13.02 - Advertising, signs, alone; Street signs not attached to a support
Serial Number	76184298
Filing Date	December 19, 2000
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	November 20, 2001
Registration Number	2538050
Registration Date	February 12, 2002
Owner	(REGISTRANT) Chick-fil-A, Inc. CORPORATION GEORGIA 5200 Buffington Road Atlanta GEORGIA 30349

(LAST LISTED OWNER) CFA Properties, Inc. CORPORATION DELAWARE 1105 North Market Street Suite 928 Wilmington DELAWARE 19801

Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Michael D. Hobbs, Jr., Esq.
Prior Registrations	2010233;2062809;2197973;2240326;AND OTHERS
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR).
Live/Dead Indicator	LIVE

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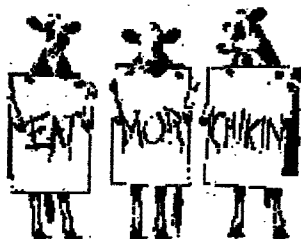
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Word Mark	EAT MOR CHIKIN
Goods and Services	IC 042. US 100 101. G & S: Restaurant services. FIRST USE: 19960400. FIRST USE IN COMMERCE: 19960400
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	03.07.01 - Cattle; Oxen, cows, calves, bulls; Steers 03.07.26 - Costumed bovines, deer, antelopes, goats, sheep, pigs, cows, bulls, buffalo, moose 20.01.04 - Blackboards; Boards, bulletin; Boards, clip; Boards, drawing; Boards, memo; Bulletin and directory boards; Chalk boards; Clip boards; Clipboards; Easels; Memo boards; Palettes
Serial Number	76192789
Filing Date	January 10, 2001
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	November 20, 2001
Registration Number	2538070
Registration Date	February 12, 2002
Owner	

(REGISTRANT) Chick-fil-A, Inc. CORPORATION GEORGIA 5200 Buffington Road Atlanta GEORGIA 30349

(LAST LISTED OWNER) CFA Properties, Inc. CORPORATION DELAWARE 1105 North Market Street Suite 928 Wilmington DELAWARE 19801

Assignment Recorded ASSIGNMENT RECORDED

Attorney of Record Michael D Hobbs, Jr., Esq.

Prior Registrations 2010233;2062809;2197973;2240326;AND OTHERS

Type of Mark SERVICE MARK

Register PRINCIPAL

Affidavit Text SECT 15. SECT 8 (6-YR).

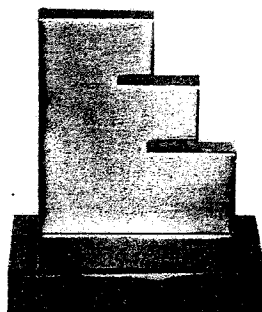
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EXHIBIT B

for
**ADVERTISING
EFFECTIVENESS**



1998

**Greg Ingram
Eat Mor Chikin
Chick-fil-A, Inc.
The Richards Group**

A JURY OF MARKETING PROFESSIONALS HAS DEEMED THIS CAMPAIGN AS ONE OF THE MOST EFFECTIVE OF THE YEAR. THE SELECTION IS BASED ON SOUND RESEARCH, STRONG MARKETING OBJECTIVES, CLEAR CREATIVE MEDIA AND ADVERTISING STRATEGIES, AND HAS DEMONSTRATED SUCCESSFUL ACHIEVEMENT OF SALES AND MARKETING GOALS.

President, New York American Marketing Association


Executive Director, New York American Marketing Association

P R E S E N T E D B Y N E W Y O R K A M A

EXHIBIT C

Your favorite businesses

FASTEST BILLBOARD ADVERTISEMENT



Bawk, bawk ... moo?

For a restaurant chain that just serves chicken, **CHICK-FIL-A INC.** has a huge herd of cattle. What started with two three-dimensional cows on an Atlanta billboard in 1995 has grown to a multimedia drove — with billboards in 22 cities, radio and television advertisements, in-store displays and imprinted clothing. Next up: a special cow-run section of the company's new Web site.

"We knew we had a home run from the start," said Steve Robinson, senior vice president of marketing for the Atlanta-based chain. "There's just something naturally whimsical about a cow trying to protect its own life. It's funny stuff."

"They've done a wonderful job of creating a personality for Chick-fil-A," he said. "They're not characters. They're re-creations of real cows. They're not going to be some kind of art fad that comes and goes."

The cows urge consumers to "Eat Mor Chickin." The billboards won a Silver Lion Award at the Cannes International Advertising Festival last year in France.

Chick-fil-A has sold more than \$1 million worth of cow merchandise, and the company figures the campaign, created by Dallas-based The Richards Group, has generated \$1.5 million in free press.

HONORABLE MENTIONS: LongHorn Steakhouse; Shallowford Vasectomy Center

BEST JOB IN ATLANTA

At Coke, Ivester is 'It'



Doug Ivester: Readers covet the position with Coca-Cola that he now holds.

Childhood dreams of baseball stardom still capture the imagination of many readers as they visualize themselves on the mound at Turner Field for the Braves or way up in the stands as the club's general manager. But even more readers are happy enough with their lot to pick their own job as the best in the city.

Ambitious readers, though, envy M. Douglas Ivester, who took over as chairman and CEO of The Coca-Cola Co. upon the death of Roberto Goizueta last October. It's a lot for an armchair corporate captain to

aim for. Under Goizueta's leadership, Coke's market value rose from \$4 billion to \$180 billion.

Ivester has yet to name anyone to fill his old positions as the company's president and chief operating officer. He has been cagey about his potential successors.

At a recent meeting of thousands of Atlanta employees, Ivester said he considered each of them a viable candidate for Coke's presidency. His meaning, according to one Coke official, was that potential career growth at the company is unlimited.

Most respected Atlanta-based company

THE COCA-COLA CO. Coke gets the respect due a perennial winner in the marketplace, but spokesperson Robert Baskin also traces Coke's high reputation to its "consistency of purpose." Nationally, *Fortune* magazine just ranked Coke as the third-most-admired U.S. corporation.

HONORABLE MENTION: Home Depot Inc.

Top corporate citizen

THE COCA-COLA CO. Coke's role in the Atlanta community is hard to miss, what with institutional names like the Woodruff Arts Center and the Goizueta Business School. The company's success has produced a bubbling flow of wealth. "We try to be the best corporate citizens we can possibly be and we've tried to do that for generations here in Atlanta," said spokesperson Robert Baskin.

HONORABLE MENTION: The Home Depot Inc.

Customer service

THE HOME DEPOT INC. It doesn't have valet parking or doormen, but when it comes down to brass tacks, readers say the Cobb County-based retail giant has the best customer service in Atlanta. With other chains offering similarly vast assortments of hardware products at comparable prices, service is what the company

Reader profile: Copenhaver is working for a purpose



John B. Copenhaver is among readers who admire The Coca-Cola Co. and its leaders.

counts on to distinguish itself, according to spokesperson Don Harrison. Home Depot has about 25 home-improvement warehouses in the metro area.

HONORABLE MENTION: The Ritz-Carlton Hotel Co.

Corporate logo

THE COCA-COLA CO. Forget computer-aided design. The curvy script design created by Frank M. Robinson more than a century ago is today the most rec-

Even in crisis-management mode hours after an abortion-clinic bombing in Birmingham, Ala., John B. Copenhaver is eager to talk about why he loves his job.

"I am where I am now because I want to make a positive difference," said Copenhaver, the regional director for the Federal Emergency Management Agency. "If you have never seen the aftermath of a disaster, then you have not witnessed the suffering that comes with a catastrophic event," he said.

Relieving suffering after disasters and helping communities avert suffering by preparing for disasters make the job of overseeing FEMA operations in eight Southeastern states fulfilling for Copenhaver. Until last fall, he worked for IBM Corp. as a member of its worldwide crisis response team, which helps companies prepare for and cope with disasters affecting their computers and facilities.

Copenhaver does envy M. Douglas Ivester's job as CEO of The Coca-Cola Co.; he singled him out in his reader survey for the *Chronicle*. "You have an opportunity to do a lot of good there as Roberto Goizueta did," he said. "Look at the impact the man had. I think he re-energized the corporation. I think he utilized his position as CEO of Coke to get involved in a lot of charitable organizations." Employees, shareholders and communities all benefited from Goizueta's leadership, Copenhaver said.

ognized logo in the world, according to company spokesperson Robert Baskin. "It's certainly time-tested," he said.

HONORABLE MENTIONS: Chick-fil-A Inc. and Delta Air Lines Inc.

Cleverest radio advertisement (tie)

CHICK-FIL-A INC. AND LONGHORN STEAKHOUSE. Cows run rampant on Atlanta's airwaves. On the one hand, readers love Chick-fil-A's heifers, who

moo on listeners to eat chicken — and leave beef alone. But at the same time, readers show equal passion for Long Horn's ads, which last year featured a parade of celebrities, including astronaut Buzz Aldrin and America's Cup skipper Dennis Conner singing the praises of steak.

Cleverest print advertisement

CHICK-FIL-A INC. The cows aren't as ubiquitous as the Colonel or Coca-

EXHIBIT D



2006 AWARDS!

IN THIS ISSUE:



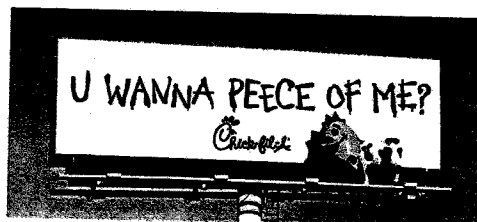
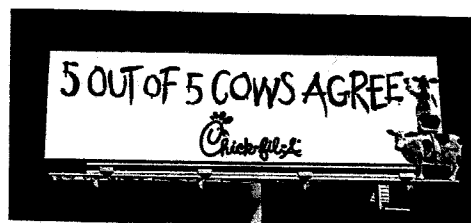
THE WINNERS OF THIS YEAR'S OBIE AWARDS ARE THE TRUE DEFENDERS OF PUBLIC SPACE!

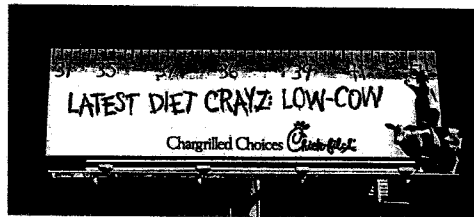
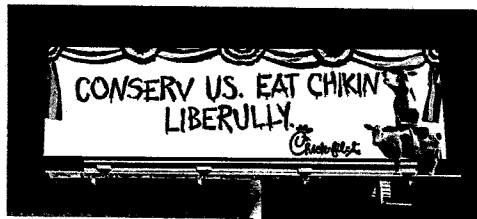
2006 OBIE HALL OF
FAME HONORS:

Chick-fil-A

The OBIE Hall of Fame Award was created in 1997 as a way to recognize those brands that have built an enduring brand using the outdoor medium over an extended period of time. This year, the OBIE Hall of Fame Award is presented to Chick-fil-A, underscoring the brand's longtime excellence in the use of outdoor advertising. The humorous three-dimensional cow campaign has inspired people to "eat more chicken" for over a decade. The funny, quirky and whimsical visual Supercommercials are among the most popular and recognized billboards lining today's highways.

The Chick-fil-A campaign was originally developed by the Richards Group in Dallas and has remained the agency of record. Both Chick-fil-A and the agency have been recognized with this award.

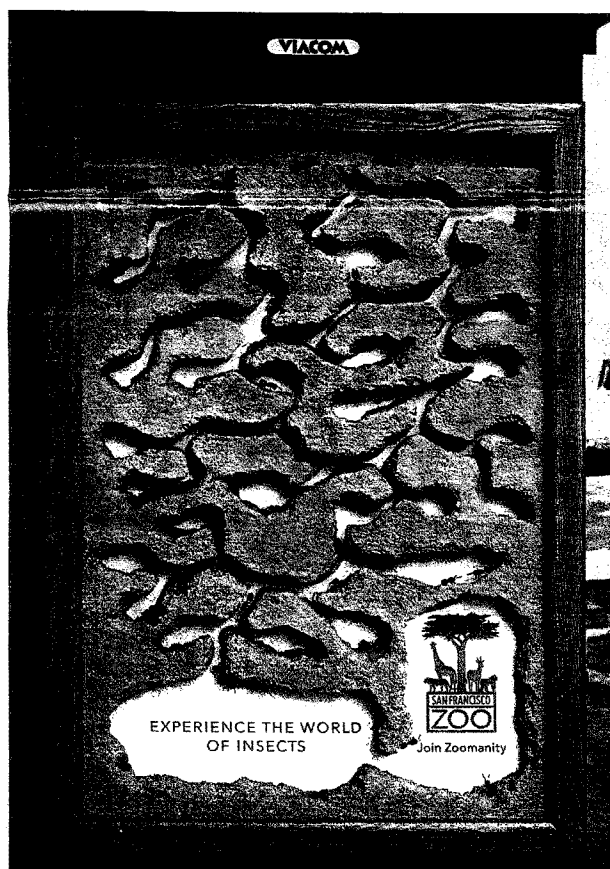




Images of the Week

THE OBIES

The Outdoor Advertising Association of America awarded its coveted Obie Awards. Here are some highlights:



SAN FRANCISCO ZOOLOGICAL SOCIETY: BBDO West, San Francisco

Creative director: Jim Lesser. Art directors: Sakol Mongkolkasetarin, Heward Jue. Copywriter: Neil Levy. Display Design & Fabrication: Scene 2.

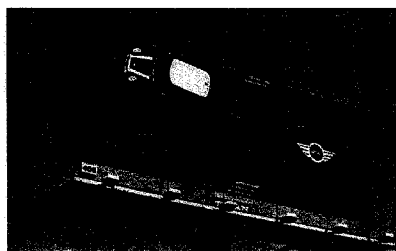
HALL OF FAME CHICK-FIL-A: Richards Group, Dallas

In June of 1995, those trickster cows began their hilarious graffiti campaign with this "Eat Mor Chikin" billboard. It was only the beginning. While TV, radio and print followed, as well as branded merchandise and the cows' breakout into modeling (for nine consecutive, million-selling, cow calendars), the consistently fun, and charming, outdoor work earned Chick-Fil-A a place in the Obie Hall of Fame. Original creative directors: Stan Richards, Doug Rucker. Art director: David Ring. Copywriter: Gail Barlow.



BEST OF SHOW PEDIGREE: TBWA/Chiat/Day, Los Angeles

World wide creative director: Lee Clow. Creative directors: Duncan Milner, Eric Grunbaum. Associate creative directors: Margaret Keene, Chris Adams. Art director: Margaret Keene. Copywriter: Chris Adams. Photographers: Sharon Montrose, Jim Craigmyle.



BMW MINI: Crispin Porter & Bogusky, Miami

Executive creative director: Alex Bogusky. Creative directors: Andrew Keller, Rob Strasberg. Associate creative director: Steve O'Connell. Art directors: Alex Burnard, Mike Del Marmot. Copywriter: Dave Schiff.



GOOGLE: Crispin Porter & Bogusky, Miami

Exec creative director: Alex Bogusky. Creative director: Bill Wright. Art director: Tom Zukoski. Copywriter: Ryan Kutscher.

SUBMISSIONS Send your best work to Susan McCoy, Photo Editor, Advertising Age, 711 Third Ave., New York, NY 10017 or e-mail: smccoy@crain.com

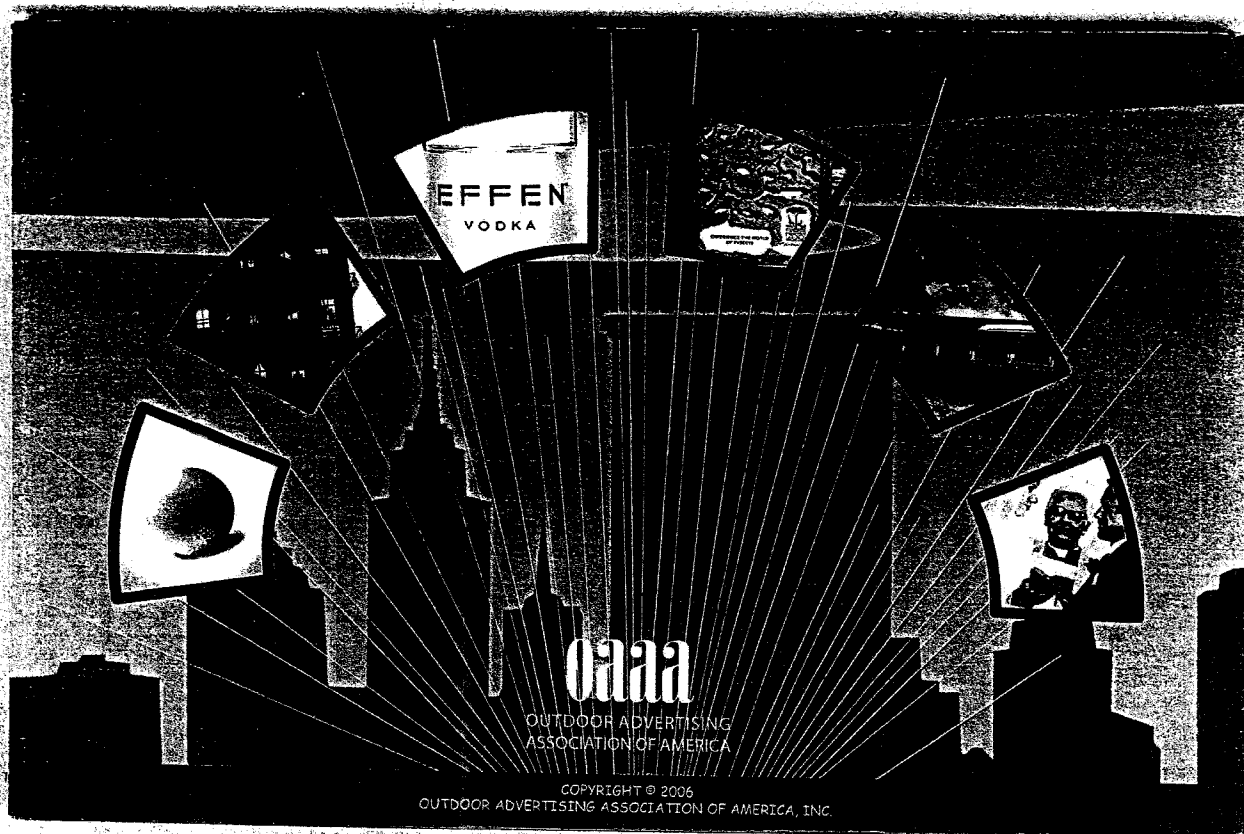


EXHIBIT E

OUTDOOR

ADVERTISING MAGAZINE

SERVING THE ENTIRE OUTDOOR/OUT-OF-HOME INDUSTRY SINCE 1992

From Blah
to Brilliant -
Tips for
Better Creative

Also...
FILLERS & FINANCIALS

OAM.NET • MAY/JUNE 2006 • \$6 VOL. 15, ISSUE 3

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Fillers with Flair	30
Born for the Billboards	38
International Inspiration	46

BY CHRISTINA WARD

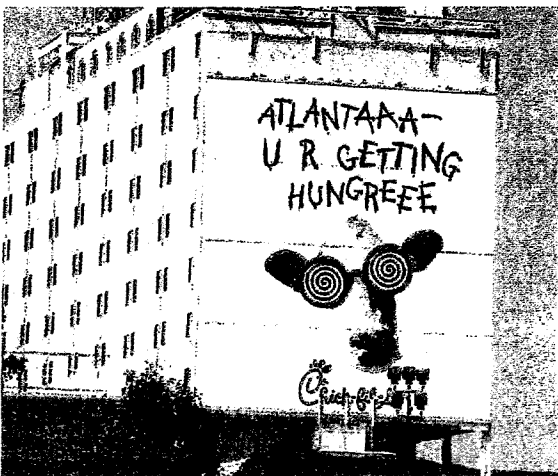
A Decade of Cows

Not only are they on billboards, radio and television, these beloved cows are stuffed toys and the theme of the highest-selling calendar, even exceeding the sales of the "Sports Illustrated" swimsuit calendar.

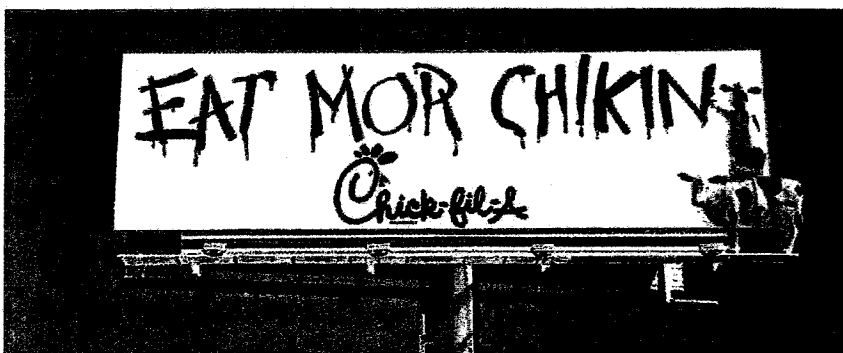
Pet the cows; don't eat the cows – eat Chick-Fil-A chicken. The Chick-Fil-A cows are lovable and funny. Their commercials have people laughing all the way to the restaurant. What started as a simple, inexpensive campaign has grown to be the most-successful advertising campaign in history. Chick-Fil-A's sales have tripled since the beginning of this campaign, and the influence and fun of these ads only can get better from here.

Bovine Beginnings

S. Truett Cathy of Atlanta, Georgia, founded Chick-Fil-A over 60 years ago. The company has been credited as the pioneer of the boneless-breast chicken sandwich and the quick-service in-mall restaurant. Chick-Fil-A, the second largest fast-food chicken chain in the nation, has grown into one of the largest privately-owned restaurant chains and is



A towering wallscape helps to brand the chain for Atlanta's employees.



This double configuration was the initial set of cows created for the campaign.

represented in 38 states and Washington, D.C. In 1994, Chick-Fil-A approached Texas-based advertising agency The Richards Group with a small budget and ideas of big expansion.

Mark Baldwin, public relations consultant for Chick-Fil-A, explains, "We picked billboards because we didn't have the marketing and advertising dollars like McDonald's and

Burger King. We wanted to do something to bring attention to the billboards and not just have flat billboards. That's where we came up with the 3-D concept." The restaurant chain tasked the Richards Group with developing an innovative idea that continued the theme and culture of the company.

First, The Richards Group had to come to terms with the fact that

Chick-Fil-A was a mall-based restaurant. Mall marketing was different from free-standing restaurant marketing. Plus, Chick-Fil-A had to compete with large companies like McDonald's and Burger King with huge advertising campaigns. The goal of the campaign was to take business away from the burger guys.

Rob VanGordon, principal for The Richards Group and lead Chick-Fil-A account holder for seven years, says, "We had to think how we could get Chick-Fil-A into consideration and launch a campaign when everyone's thinking about Burger King and not about Chick-Fil-A. We knew that the challenge was really about familiarity and brand. Until that point, Chick-Fil-A thought of their competition as the other chicken chains and not the burger chains."

The Richards Group determined that it would target the burger chains as their competition. "The first thing we had to do was position Chick-Fil-A as an alternative to the hamburger," VanGordon says.

Greg Ingram, senior manager of marketing programs of Chick-Fil-A for 23 years says, "We wanted something different and creative that would stand out in the marketplace. The Richards Group came up with several 3-D ideas for us, and we tried a couple of them. Then they presented the 'Eat Mor Chikin' 3-D cow idea, and we tried that in 1995. It grew from there as our customers latched on to it, and our restaurant operators embraced the idea."

The first billboard was launched in Atlanta, Georgia, in June 1995 and was immediately recognized by national advertising magazines in July the same year. "The first week of the first billboard we received calls from people sitting in Atlanta traffic laughing at this billboard and saying that it turned their day around, and we knew we had something that would give people a nice break in their day and make them remember Chick-Fil-A," Ingram says.

Bovine Branding

Several ideas were implemented and tested before both the agency and company decided to go with the cows as the lead campaign. Some initial ideas ran on billboards in both Atlanta and Dallas. Ingram explains, "We put a double-drive-thru billboard up in Atlanta and the rubber chicken billboard in Dallas. The rubber chicken went over well, and we received a lot of media coverage from radio and television stations. The cows came right after the rubber chicken."

States VanGorden, "We hit on the idea of using cows that — out of enlightened self-interest — would try to convince people to eat more chicken. We thought the idea was good, and 10-years later, we still think it's a great idea. We now have one of the most-successful ad campaigns in history."

The cows have become some of the



Cars came before cows.



has been acquired by



Founded in 1999 by Rafael Somoza and José Stella, VIU Media is Puerto Rico's largest provider of bulletin-sized billboards.

Signal Hill Capital acted as financial advisor to VIU Media in connection with this transaction.

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most-beloved figures in a national ad campaign. Ingram says the cows' success really stem from the simplicity of the campaign. "Most people like cows in general, and the theme ties in so well with who we are. People can see the cows writing something and immediately know that it's Chick-Fil-A without seeing the logo," he explains. Research indicates that cows are more likable animals than other animals. The Chick-Fil-A cow has transformed and gone through different stages to appeal to a variety of people, no matter the genre or age. For example, outdoor ads now include the Shopping Diva Cow and the proper Southern Belle Cow. The first television commercial included "Cows in the Field."

The general campaign theme typically changes with the time of the year and events happening in the nation and in the company. The cows have election campaigns during election years. In August 2004, the cows made a crash into a pool to promote the new Chick-Fil-A chargrilled chicken sandwich. Since the beginning of the campaign, the popularity of the cows has grown significantly. Starting as outdoor embellishments, the Chick-Fil-A cows have since developed television and radio spots, provided appearances in Chick-Fil-A Peach Bowls, designed bovine-inspired merchandise lines and posed for cow calendars that sell sev-

eral million copies annually.

The first Chick-Fil-A television commercial aired in Atlanta, Georgia in May 1997 and received recognition from a national advertising magazine in June of that year.

Award-Winning Bovines

The campaign has won every major award in each of the various advertising mediums.

The Chick-Fil-A "Eat Mor Chikin" idea has received the OBIE Award for outdoor advertising in the restaurant and food category, the Silver Lion award for outdoor advertising at the Cannes International Advertising Festival, the Silver EFFIE award for creativity and effectiveness in advertising, *Adweek's* "Best Spots" and an award from the *Atlanta Business Chronicle* for "Cleverest Billboard Advertisement."

Additionally, Chick-Fil-A has been *Restaurants & Institutions* magazine's "Choice In Chains Customer Satisfaction Award" recipient 10 times. The chain has also been recognized for three consecutive years as having the "Best Drive-Thru in America."

"What's more impressive to me than all the awards that Chick-Fil-A has won is that their sales have doubled three times over since the campaign began 10-years ago," VanGordon says. "And as everybody in the business knows, the long-term



These cows have been some of the campaign's most popular along busy interstates and highways.

sales goal is the ultimate criterion of success for an advertising campaign."

In 2004, Chick-Fil-A reported systemwide sales of more than \$1.7 billion, and in 2005 sales exceeded \$1.9 billion, maintaining its 37-year-long streak of consecutive sales gains.

A Bovine Future

For 10 years, the Chick-Fil-A cows have kept customers laughing and have increased restaurant patronage. "We are picking up steam now, and The Richards Group has done a great job with thinking of new things for cows to do to keep it where people are looking forward to keeping up with the cows," Ingram says. "We've got fun stuff planned for the cows. The cows see what humans are getting excited about, and they play off of that."

The cows are known for their hijinxed antics intended to encourage people to "Eat Mor Chikin" and less beef – all for self-preservation. "The future for the campaign is as bright as it's ever been," notes VanGordon.

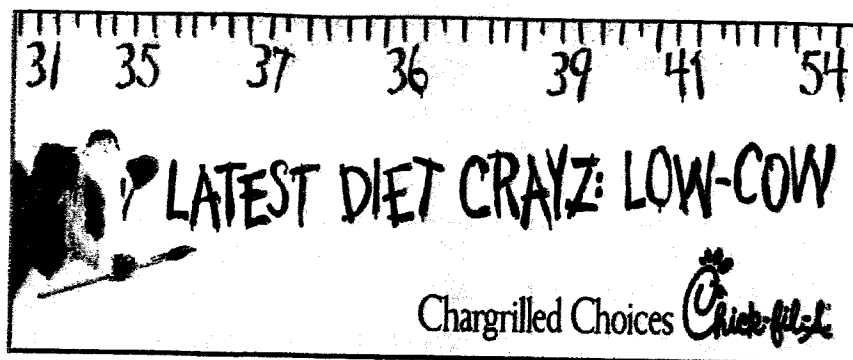


This rubber chicken board was one of the first outdoor ads implemented for Chick-Fil-A.

"Over time I think that the campaign can fall into the same realm as 'Tony the Tiger' or the 'Pillsbury Doughboy' -- iconic campaigns that have lasted for several generations."

Through the years, the success of the campaign has depended heavily on the evolving ideas of The Richards Group. "In my estimation, The Richards Group has continued to make the work better with each campaign," says Van Gordon. "In some of the most recent ads, I think the work has been equally as strong as it was 10-years ago. The comments that we hear from consumers and people in the industry only echoes this thought.

"I think the campaign has lasted and been so successful for these past 10 years because it's simple -- cows, in and of themselves, are just interesting. We're not the first ones to use cows in advertising, and there's something inherently appealing and



Simple but humorous messages have helped the cows endure for over a decade.

endearing about a cow that I can't explain. Another aspect is that Chick-Fil-A hasn't asked us to have multiple roles for the advertising. We use the cow as a way to endear the Chick-Fil-A brand to consumers."

The cows' focus will likely stay the same in the future: basic branding for the company through product launches, grand opening appearances and sports sponsorship. However, says VanGorden, regard-

less of each change in the campaign's design, every communication maintains three key ingredients: a simple preservation message that beef is bad, and chicken is good; humor; and a Chick-Fil-A logo. A simplistic message plus light-hearted fun equals creative success for 10 years and running. That's cud we can chew on.

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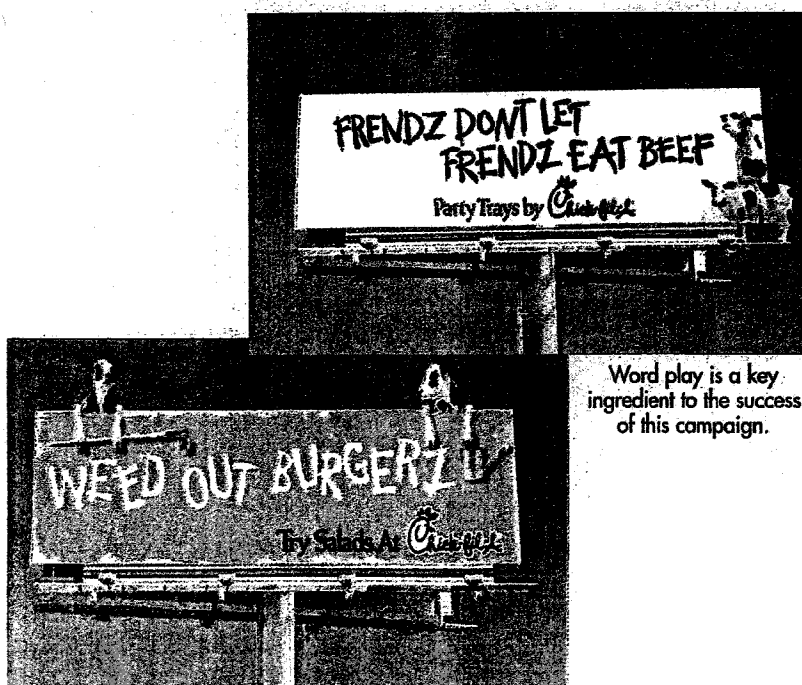
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Campaign Timeline

June 1995	First "Eat Mor Chikin" billboard in Atlanta
July 1995	Billboard recognized by "Ad Age" magazine
July 1996	Campaign launched in all Chick-Fil-A restaurants
July 1996	First radio commercial
August 1996	Receives OBIE Award for outdoor advertising in the Restaurant and Food category
February 1997	First commercial produced
May 1997	First commercial airs in Atlanta, Georgia
June 1997	Commercial recognized by ADWEEK as "Best Spots"
August 1997	Receives Silver Lion award for outdoor advertising magazine at the Cannes International Advertising Festival
September 1997	First cow-themed calendar; more than 33 calendars printed
February 1998	Voted "Cleverest Billboard Advertisement" by Atlanta Business Chronicle
June 1998	Receives Silver EFFIE award in the Fast Food/Restaurants category for creativity and effectiveness in advertising
September 1998	Second series of commercials produced with cow-theme
September 1998	Plush cow toys debut
December 1998	First "Cow TV" spot airs during the Chick-Fil-A Peach Bowl
December 2000	Cows featured in 65 billboards in 54-different markets
March 2001	Merchandise sales (T-shirts, calendars, plush toys, etc.) exceeds \$13 million
October 2003	2.4 million copies of calendars printed - triple the amount of swimsuit calendars that "Sports Illustrated" sold in 2002
July 2005	Chick-Fil-A celebrates 10 years of campaign with Cow Appreciation Day July 15



Helping with product promotion.

Word play is a key ingredient to the success of this campaign.

3-D Creations

First came the chicken, then the vehicles and finally the cows. That's exactly how it went for the Chick-Fil-A campaign and the little company responsible for all the beloved billboard characters. Ten years ago, Jerry Small, owner of Small Creations in Southlake, Texas, could never have imagined that his foam creations would stay so endearing for so long.

Small Creations is a small company with big demands. They were first approached by The Richards Group to make the rubber chicken for the first billboard; they followed that up with the creation of two rear-ends of automobiles for a second outdoor board idea.

"They came back for the third thing and wanted us to do two cows on a billboard with one sitting on top of the other," explains Small. "We made one oversized set of cows, which were carved out of Styrofoam. Then steel was placed inside the Styrofoam and they were coated with a special outdoor coating and finally painted."

The first set of cows was the largest, created for a 20 X 60 board. Current displays are much smaller.

"The Richards Group approached us for more sets of smaller cows," says Small. "Those cows were carved out of foam initially. Then we made fiberglass molds off those foam carvings, and now all of the cows thereafter have been made from those molds. The cows on the billboards now are fiberglass, and we subcontract out the fiberglass work. When we get the cows back, we paint them and attach the feet, the ears and the tail. Then they're ready."

Each fiberglass cow weighs about 200 pounds. What started as one set of cows has increased to 300-plus sets. "That amount of cows is enormous for a billboard campaign," Small emphasizes. "It's the most we've ever done, and the longest-running outdoor campaign for fast-food ever."