

**CHURCH'S CHICKEN® NAMES NEW AGENCY OF RECORD  
BOULDER, COLORADO-BASED MADE**

***Quick Service Restaurant Chain Conducted Extensive Search & Review Process***

**ATLANTA – (January 8, 2014)** – Church's Chicken (Church's), the quick service restaurant chain, announced today the appointment of its new advertising agency of record (AOR) the Boulder, Colorado-based agency Made. Made will be responsible for campaign work on behalf of Church's that includes TV, radio, digital, point-of-sale, and packaging that will support Church's while helping to forge a deeper connection between the highly-recognized brand and its restaurant guests. Made's strategic partner, Grupo Gallegos, based in Huntington Beach, CA will be handling the multicultural marketplace for Church's.

Steve Davis, Church's chief concept officer directed the brand's search. "The process was rigorous, expedient and inclusive," said Davis referring to the 90-day start to finish agency review. "Church's key constituents including brand owners, executive leadership members as well as franchisees participated in the review."

"We saw some outstanding work from many agencies but at the end of the day, it was clear that the team from Made had a clear understanding of the values and vision for the Church's brand," said Davis. "Moreover, the team at Made demonstrated some deep strategic and creative thinking and presented breakthrough ideas that included integrated campaign platforms covering everything from TV to digital to packaging."

--more--

The partnership between Made and Church's is a natural fit, with Made's mission championing the creation of American jobs and Church's providing the American Dream of business ownership to hundreds of franchisees across the USA and creating jobs not only in Church's restaurants but also in construction, manufacturing, and corporate infrastructure. Moreover, the mission for both brands is about growth and enriching the lives of people who work and serve communities across the country.

"When likeminded organizations come together at the right time, amazing things can happen," said Dave Schiff, chief creative officer at Made. "Church's is a great American brand with a visionary team at the helm, and Made is a mission-driven agency just now coming into its own. The opportunity to do great things is there - we couldn't be more excited to partner with Church's to evolve the brand."

"The Made founders have a great pedigree and a noble mission. As we evolve our brand and become more relevant to the communities in which we serve, the talented Made team will be instrumental in helping us get there with their incredible capabilities," added Davis.

The new work from Made will launch in the spring 2014.

#### **About Church's Chicken**

Founded in San Antonio, TX in 1952 by George W. Church, Church's Chicken® is one of the largest quick service restaurant chicken chains in the world. Church's specializes in Original and Spicy Chicken freshly prepared in small batches throughout the day that are hand-battered and double-breaded, Tender Strips®, sandwiches, honey-butter biscuits made from scratch and freshly baked, and classic, home-style sides all for a great value. Church's has more than 1700 locations in 25 countries and system-wide sales of more than \$1 billion. For more information, visit [www.churchs.com](http://www.churchs.com). Follow Church's on Facebook at [www.facebook.com/churchschicken](http://www.facebook.com/churchschicken) and Twitter at [www.twitter.com/churchschicken](http://www.twitter.com/churchschicken).

#### **About Made:**

Based in Boulder, Colorado, Made is an advertising agency founded a year and a half ago by industry veterans Dave Schiff, Scott Prindle and John Kieselhorst. Made makes work that makes American jobs – strategically disruptive, creatively brilliant work – that hijacks, subverts or reinvents product categories, or

better yet, creates new ones. Clients include Seventh Generation, New Belgium Brewing, Copper Mountain and Repair.com. For more information, visit [www.mademovement.com](http://www.mademovement.com)

###