



NEWS

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Church's Chicken® Continues to Strengthen Marketing Efforts with Addition of Pointsmith New Retail Agency Partnership to Streamline Workflows and Add Value to Franchisees

Atlanta, GA- (September 20, 2017)- As [Church's Chicken®](#) continues to move the global quick service restaurant brand that started in 1952 into its next 65 years, the company took the opportunity to announce the addition of [Pointsmith](#), LLC as one of its strategic agency partners at this year's Excellence in Leadership Conference. Pointsmith will be providing production and fulfillment support to creative agency J. Walter Thompson – Atlanta and brand positioning agency CESO/Clear out of Ohio. The announcement was made to a crowd of franchise owners, regional managers, and other key leadership personnel in the *Church's* system.

The addition of Pointsmith to the *Church's* team is part of a larger sequence of changes that have occurred since [Joe Christina](#) was named Chief Executive Officer in November 2016, and [Hector Munoz](#) was named Executive Vice President and Global Chief Marketing Officer in early 2017.

"As this management team continues to look for areas of improvement to how we go to market, it became apparent there was an opportunity for greater efficiencies in all areas," said Munoz. "We were impressed by the degree to which Pointsmith analyzed our business to help identify those opportunities. The incredible insight they were able to uncover leaves me confident that this strategic partner will help take our brand to the next level."

As part of the agency selection process, Pointsmith undertook a nine-week assessment to evaluate *Church's* upstream restaurant marketing processes and pinpointed ways in which to improve and enhance current workflows. Going forward, Pointsmith will be tasked with optimizing marketing processes through technology solutions and methodologies designed to streamline timing and enhance marketing agility.

"Pointsmith focused on all the touchpoints related to our retail messaging," said [Georgia Margeson](#), Senior Director of Advertising for *Church's*. "They went beyond print production and fulfillment to also consider the entire process of how programs roll out to market. Pointsmith has already identified redundancies that, once resolved, will save our system time and money, allowing us to move quickly and nimbly from one program to the next."

Leadership at Pointsmith shares in the brand's enthusiasm for the road ahead. "One of the most immediate impacts will be the cost savings we expect *Church's* franchisees to experience as a result of this restaurant marketing assessment," explained [Skeet Smith](#), Chief Marketing Officer at Pointsmith. "But beyond hard-cost savings, *Church's* franchisees should also feel the long-term impact that comes from a marketing team that has more flexibility to

Cajun Operating Company d/b/a Church's Chicken and Texas Chicken

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implement complex marketing strategies without adding unnecessary complexity to the planning and execution process. This will allow everyone to get the absolute most out of their marketing dollars at every level.”

Pointsmith will follow design and messaging standards developed by *Church’s* recently-announced creative agency of record, JWT Atlanta.

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 throughout the day in small batches 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® (along with its sister brand Texas Chicken® outside the Americas) has more than 1,650 locations in 27 countries and international territories and system-wide sales of more than \$1 billion. For more information, visit www.churchs.com. Follow Church’s® on Facebook at www.facebook.com/churchschicken and Twitter at www.twitter.com/churchschicken.

About Pointsmith, LLC

Pointsmith is a Retail Marketing Agency servicing 16 enterprise clients with a combined footprint of 56,000+ locations. We focus on three key industries: QSR & Fast Casual, C-Store & Fuel Retailing, and Retail. Technology is the core of everything we do. With an in-house technology center of 30+ team members, we are uniquely positioned to deliver process optimization that enhances marketing agility. This enables our clients to save time and money while amplifying their retail marketing programs. Pointsmith’s centrally-located 200,000 square foot facility includes the following in-house services: marketing process optimization, technology development, advertising/creative, merchandising/display, print production, fulfillment, and warehousing services.