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MARKETING & MEDIA

Chick-fil-A helps promote movie on marriage issues

Atlanta Business Chronicle - by [Giannina Smith](#)

Fast-food giant [Chick-fil-A Inc.](#) is throwing its support behind a movie with a morality theme, helping get exposure for the small film created by two former Chick-fil-A employees.

Set to premiere nationwide on Sept. 26, “Fireproof” was filmed in Georgia and written, directed and produced by brothers Alex and Stephen Kendrick, both of whom worked at Cumberland Mall’s Chick-fil-A as teenagers. Surrounding the story of a fireman that is having a difficult time with his marriage, the movie focuses on the importance and sanctity of marriage— a topic that resonates strongly with Chick-fil-A’s founding family and their nonprofit organization, the **WinShape Foundation**.

“My parents were successful in the business, but also in their marriage,” said Bubba Cathy, senior vice president and son of Chick-fil-A founder Truett Cathy. “Our support [of the movie] is more of that we believe in the product.”

Although Chick-fil-A would not disclose how much is being spent in support of the movie, the restaurant chain is using its well-known brand to help with its promotion.

“Chick-fil-A has been a real resource to this small film,” Cathy said.

Cathy is founder of WinShape Marriage, an entity of the WinShape Foundation, which provides a variety of initiatives aimed at improving marriage, including couple retreats and seminars. When he heard about “Fireproof” and its message, he began connecting the movie’s producers with marriage ministry nonprofits around the country that could help with the film’s marketing efforts through radio broadcasts and word-of-mouth.

“We exposed them to other folks around the country that are pro- marriage folks,” Cathy said.

On Aug. 29 the Cathy Family and WinShape Foundation hosted a premiere for “Fireproof” at [The Fox Theatre](#) that drew more than 4,000 people. Chick-fil-A is

also helping publicize the film through its restaurants, providing fliers to chain operators to be used at their discretion.

BioWillie

Country music icon Willie Nelson and [wAtlanta advertising agency Fitzgerald+CO](#) are joining forces to promote the use of diesel vehicles and alternative fuels. On Sept. 22 Fitzgerald associate creative director Brian Pierce and copywriter Nik Bristow will embark on a grass-roots marketing campaign dubbed “Willie Run ’08,” traveling non-stop from Manhattan to Los Angeles in a vehicle powered by Willie Nelson’s branded biodiesel, BioWillie. During the trip, the duo will travel in a diesel Volkswagen Jetta coined the “Willie One,” which has an additional 60 gallons of fuel capacity, allowing the 3,000-mile journey to be completed without a single fuel stop.

“Most people don’t even know what biodiesel is. They confuse it with ethanol,” Pierce said.

Containing no petroleum, biodiesel is a clean burning alternative fuel made from vegetable oils, animal fats or recycled restaurant greases. It can be used in most diesel engines and is biodegradable and nontoxic. Bristow said he hopes this trip will shed some light on the benefits of diesel engines, which are 30 percent more efficient than gas engines, and provide some “creative cred” to Fitzgerald+CO.

Fans of Willie Nelson and biodiesel supporters, Bristow and Pierce had been developing marketing materials for the BioWillie brand since June 2007 on a pro bono basis. As for the music icon’s involvement, Bristow and Pierce said he is all aboard.

“[Nelson] is the figurehead of the brand. He has an active role in this and we have e-mailed back and forth a couple of times,” Bristow said. “He is very excited about it.”

Georgia 360

A politically and legally infused group has started a new public affairs firm called **Georgia360**. The founders include Brad Alexander, former chief of staff to Lt. Gov. Casey Cagle; Heath Garrett, chief of staff to U.S. Sen. Johnny Isakson during his House of Representatives and Senate service; Jud Turner, former executive counsel to Gov. Sonny Perdue; corporate attorney Ben Hartman; and litigator Mark Johnson. Along with public affairs services, Georgia360 will also offer advertising services, including media placement, Web site development, graphic design and direct mail, as well as television and radio production.

Who got what

360 Media Inc. has added mountain vacation company **EscapeToBlueRidge.com** to its client roster.

WTrevelino/Keller Communications Group added Atlanta-based loyalty marketing company **Vesdia** as a client.