



# Church's Chicken Names Fletcher Martin Agency of Record for Eastern U.S. Media and Print

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*No recession here! Atlanta ad agency wins Church's Chicken account.*

PR9.NET April 22, 2008 - ATLANTA, GA – Church's Chicken (TM), a division of AFC Enterprises, Inc. (Ticker: AFCE), taps Atlanta-based Fletcher Martin as the agency of record for print and media throughout the Eastern United States. The scope of work includes co-op management, media planning and buying, and a direct mail program through FM's highly specialized Traffic Generators division.

Mark Williams, Church's national field marketing director explained the selection, "Fletcher Martin emerged as the unanimous selection of the group based upon: a clear understanding of our extensive account service needs and expectations, a solid staffing plan (transitional and ongoing), strong broadcast media planning/buying capabilities and an ability to deliver a high level of print expertise."

FM has already begun immersing themselves in the Church's brand with Andy Fletcher joining the agency's account leaders in attending the Church's Chicken 2008 Global Convention, where Church's outlined their strategic direction for 2008 and beyond. The convention brought the agency face-to-face with Church's executive team, key franchisees, and restaurant management personnel to experience an engaging and rich agenda, including the unveiling of the next evolution of Church's marketing campaign. As part of the new initiative, attendees were enlisted to deliver the brand's promise to their multicultural and diverse consumer base.

"We are excited by the many challenges the chicken category faces within the QSR market," said Andy Fletcher. "The Church's brand is dedicated to creatively connecting with multi-cultural market segments and we look forward to working with their branding company, Cartel in San Antonio."

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## About Fletcher Martin

Fletcher Martin is an integrated marketing communications agency owned by the executive management of the agency and MDC Partners, Inc., one of the world's leading marketing communications firms. Founded in 1979, Fletcher Martin helps clients disrupt their category or industry by providing insights and context to drive and change business. This disruptive change is led by the agency's unique specialty consulting capability. Compensation is performance-based, and plans are executed through advertising, interactive, direct marketing and public relations services. For more information, visit [www.fletchermartin.com](http://www.fletchermartin.com)

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