Marketing Case Study Assignment

The Slow Grow Chicken Challenge

The Challenge with Chickens

Most broiler chickens—those raised for meat—have been selectively bred to grow at an extremely fast rate, reaching market weight in just six weeks. While this approach increases production efficiency, it often comes at a significant cost to animal welfare. Rapid growth can lead to a range of health issues, including skeletal and organ stress, muscle disorders, skin conditions, and leg deformities that severely impair mobility. In extreme cases, birds are unable to take more than a few steps at a time.

In response, the Global Animal Partnership (G.A.P.) launched the Slow Grow Chicken Breed Project with support from the AGCO Agriculture Foundation. Our initiative aims to shift industry and consumer attention toward higher-welfare, slower-growing chicken breeds—birds that live healthier lives and are raised on farms that prioritize sustainable, humane practices.

Here's why this matters:

- **Better Animal Welfare** – Slower-growing chickens tend to be more active, with stronger immune systems, better overall health, and lower mortality rates.
- **Support for Small Farms** – These birds are often raised on small, family-run farms committed to higher welfare standards, supporting rural communities and preserving local food systems.
- **Sustainable Economic Models** – When sold through high-end channels like restaurants, boutique grocers, and hotels, these chickens can command a premium price—helping small farms remain financially viable.

Still, there are real barriers to adoption. Slower-growing breeds take more time and resources to raise, resulting in higher production costs and retail prices. And while many consumers care about animal welfare and how their food is produced, awareness of slow-growing chicken breeds is still low. With limited space on packaging and in-store signage, it's tough to communicate why these chickens are different—or why they're worth it.

That's where you come in.

Through The Slow Grow Challenge, we're asking you to develop a smart, creative, and engaging social media campaign that brings this story to life. Your campaign should educate and inspire consumers to understand the value of slower-growing chicken breeds—and help build a future where better animal welfare is something people recognize, support, and demand.

The Assignment

You are tasked with developing a social media marketing campaign that:

- Raises awareness about Slow Grow Chicken and its benefits.
- Engages consumers through creative and compelling content.
- Stays within a $20,000 budget, including production, partnerships, and paid media.

You are also encouraged to submit "blue sky ideas" that are not bound by channel or budget for extra credit.

Scope & Deliverables

Please submit a 10-to-15-slide presentation.*
Your final submission should include:

1. Marketing Strategy Document:
    a. Target Audience: Define your ideal consumer segment (e.g., ethical eaters, environmentally conscious shoppers, Gen Z, millennial parents, etc.).
    b. Messaging Approach: Choose between an educational or activist tone and develop key messages that will resonate.
    c. Social Media Platform Strategy: Select the most effective platforms (Instagram, TikTok, Facebook, X, LinkedIn, etc.) and justify why.

   d. Content Plan: Detail the types of content you will create (e.g., influencer collaborations, user-generated content, short-form videos, educational posts).
   e. [Optional] Blue Sky Ideas: If you weren't limited by budget and channels, what other tactics would you suggest?
2. Creative Examples
   a. Provide mockups of social media posts, captions, hashtags, and/or visuals to illustrate how the campaign will look.
   b. If proposing video content, describe key elements, storyboards, or sample scripts.
3. Budget Breakdown
   a. Allocate the $20,000 across campaign elements (e.g., content production, influencer fees, paid media, platform-specific advertising, etc.).
   b. Justify how each spending category contributes to campaign goals.

*Appendices do not count in the page limit.

Scoring Rubric

Your submission will be evaluated based on the following criteria:

- Innovation & Creativity (25%) – Unique and compelling ideas that stand out.
- Clarity & Effectiveness (20%) – How well the message communicates Slow Grow Chicken's benefits.
- Feasibility & Budget Management (25%) – A realistic plan that maximizes the $20K budget efficiently.
- Market Differentiation (15%) – How well the campaign distinguishes Slow Grow Chicken from conventional options.
- Social Engagement (15%) – The strength of proposed social media formats and content strategies.
- Blue Sky Ideas (+10%) – Innovation and creative thinking

Budget Guidelines

- Students must work within the $20,000 budget and can allocate funds as they see fit.
- Costs to consider may include content creation, influencer partnerships, paid media, social media management tools, and graphic/video production.
- Students should justify their budget allocations and ensure spending aligns with campaign goals.

Submission Details

- Eligibility: Open to undergraduate and graduate marketing and business students. Collaborative submissions are encouraged.
- Registration Deadline: **April 14, 2025**
  - Intent to Participate Form
- Q&A Period: **April 14-18, 2025**
  - Upon request, a 30 minute Q&A session can be scheduled with the contest administrator, Kaylani Lopez. To schedule email: kaylani@organicplustrust.com
- Submission Deadline: **June 1, 2025**
  - Submission Forms for Final Projects
- Prizes:
  - 1st Place: $7,000
  - 2nd Place: $5,000
  - Honorable Mention: $3,000
  - Note: Prizes are subject to state and local taxes
- Winner Announcement: **On/around June 16, 2025**
  - Winners will be announced on the Global Animal Partnership website and contacted shortly thereafter.

Final Notes

This is an opportunity to create a real-world impact by shaping a campaign that promotes higher animal welfare and sustainable farming. We encourage bold, innovative ideas that challenge conventional food marketing while being practical and implementable.

For more information, visit globalanimalpartnership.org or contact Kaylani Lopez at kaylani@organicplustrust.com.

We look forward to seeing your creative and impactful campaigns!

Resource Links

G.A.P Resources:

- Global Animal Partnership (G.A.P.)
- The Science Behind the Better Chicken Commitment - BCC [US]
- Instagram: @g.a.p.certified
- LinkedIn: @certifiedgap
- G.A.P and AGCO logos

Additional Resources

- What Makes a Chicken a Frankenchicken and how can you help - The Human League
- An analysis of the welfare of fast-growing and slower-growing strains of broiler chicken
- In pursuit of a better broiler: a comparison of the inactivity, behavior, and enrichment use of fast- and slower growing broiler chickens - ScienceDirect
- Slow and steady wins the race: The behaviour and welfare of commercial faster growing broiler breeds compared to a commercial slower growing breed - NIH
- In pursuit of a better broiler: walking ability and incidence of contact dermatitis in conventional and slower growing strains of broiler chickens - ScienceDirect
- A comparison of fast growing broiler chickens with a slower-growing breed type reared on Higher Welfare commercial farms - NIH
- Slow-growing broilers are healthier and express more behavioural indicators of positive welfare - Science
- Differential immune response to Eimeria maxima infection in fast- and slow-growing broiler genotypes - NIH
- Host immune response to infectious bronchitis virus Q1 in two commercial broiler chicken lines - ScienceDirect

Competition Disclaimer

By participating in the Global Animal Partnership (G.A.P.) Marketing Case Study Competition, entrants acknowledge that all intellectual property rights to submitted work, including concepts, strategies, and creative assets, become the exclusive property of G.A.P., which may use, modify, reproduce, publish, distribute, and implement any part of the submission without further compensation or approval. Submissions must be original, and any use of copyrighted material, trademarks, or third-party intellectual property must include proper licensing and attribution. Plagiarized or non-original work will result in disqualification.

The use of artificial intelligence (AI) tools (e.g., ChatGPT, Midjourney, DALL·E, Adobe Firefly) is permitted but must be clearly cited within the submission. This includes AI-generated text, images, or other creative assets. Failure to disclose AI-assisted content may result in disqualification.

Participants grant G.A.P. the right to use their names, likenesses, and submitted materials for promotional and marketing purposes without additional compensation, including but not limited to publication on G.A.P.'s website, social media, and press releases. While winning campaigns may be implemented, G.A.P. is under no obligation to execute any part of the submission and may adapt, modify, or combine elements from multiple entries.

All prize amounts are subject to applicable state and federal taxes, and winners are responsible for reporting and paying any tax obligations incurred. G.A.P. reserves the right to modify, extend, or cancel the competition at any time due to unforeseen circumstances, with any changes communicated via the official competition page. Participants should refrain from sharing proprietary or sensitive business information beyond the scope of this competition, and all submissions should be based on publicly available information and provided competition resources. The competition is open to undergraduate and graduate students enrolled in marketing, business, and agriculture programs. Entries that fail to meet submission guidelines, contain offensive content, or violate ethical marketing standards may be disqualified at G.A.P.'s discretion.