



CONNECTING WITH GEN Z: THE NEXT GENERATION OF CUSTOMERS AND TALENT

Connecting with Gen Z Challenge

Sponsored by Chick-fil-A



Gen Z is quickly becoming one of the most influential generations in the workforce and marketplace. They have different expectations around employers, brands, technology, social impact, and authentic engagement.

Driving Question or Challenge:

How can Chick-fil-A strengthen its connection with Gen Z to attract them as either loyal customers or future Team Members?

Real-world Context:

Brands and employers are competing for the attention, loyalty and talent of a generation that expects authenticity, purpose and technology that fits its lifestyle. In this challenge Collegiate DECA members, many of whom are Gen Z themselves, will choose a focus (customers, future Team Members, or both), define and understand the Gen Z audience, and develop a creative idea that engages them. By identifying opportunities and challenges, building a strategy to reach the audience and recommending how success would be measured, participants will explore how a well-known brand can build lasting connections with the next generation. This experience mirrors real-world work done by marketing strategists, brand managers and talent acquisition teams.

CHALLENGE OVERVIEW

- This event consists of one required component: a video presentation that is up to **five minutes** in length.
- Each event entry will be composed of **two to three members** of a Collegiate DECA chapter. Chapters may submit multiple entries for consideration.
- The participants will determine their project focus (Gen Z as customers, as future Team Members, or both) and develop a creative campaign, program, menu item, product or experience designed specifically to engage Gen Z.
- The participants will then present their idea and strategy in a video that is a maximum of five minutes in length. Videos longer than **five minutes** will not be evaluated and will not be eligible for awards.
- Submissions will be evaluated against the criteria to determine the top 10 submissions. Judges will evaluate the top 10 and select the top three overall teams. From the final three entries, an overall winning team will be selected.
- The participants must fully complete and submit the video link to the [Submission Site](#) no later than **January 15, 2027 at 11:59 p.m. ET** to be eligible for awards. Late entries will not be accepted.
- DECA Inc. and Chick-fil-A are not responsible for lost, damaged, mislabeled or misdirected entries.

KNOWLEDGE AND SKILLS DEVELOPED

Participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants will also develop Career Competencies, in the following categories, desired by today's employers:

- **Critical Thinking** - Thinks critically to understand and solve problems.
- **Communication** - Communicates clearly, effectively, and with reason.
- **Decision Making** - Considers the impacts of decisions.
- **Collaboration** - Participates and advocates in groups of all sizes to achieve common goals.
- **Innovation** - Demonstrates a creative and innovative mindset.
- **Technology** - Ethically leverages technologies to enhance efficiencies, complete tasks, and accomplish goals.

CHALLENGE GUIDELINES

The participants will present their idea in a video that is a maximum of five minutes in length. All entries must include the following components:

VIDEO PRESENTATION

I. Project Focus and Gen Z Audience

- Statement of the project focus (Gen Z as customers, future Team Members, or both) and the reason for the choice
- Definition of the Gen Z audience and description of its key characteristics, motivations and behaviors
- Research and examples that support the audience insights

II. Chick-fil-A Opportunities and Challenges

- Description of Chick-fil-A's brand identity and brand promise
- Identification of the biggest opportunities and challenges Chick-fil-A faces in engaging this audience, including relevant customer and/or candidate touchpoints
- Factors that influence Gen Z's choices (such as where to eat and what to order, or where to work)

III. Proposed Campaign, Program, Menu Item, Product or Experience

- Objectives and rationale
- Description of the concept and key message, and how it reflects the Chick-fil-A brand
- Marketing and/or recruiting strategy, including the channels and touchpoints used to reach the audience
- Examples of components of the campaign, program, menu item, product or experience

IV. Measuring Success and Expected Outcomes

- Recommended success metrics and an explanation of how impact would be measured
- Estimate of expected business outcomes, such as increased customer visits or loyalty engagement, increased job applications, improved employer brand awareness, higher retention of young Team Members, increased social media engagement, or growth in brand consideration among Gen Z

V. Presentation

- Engaging, with a clear verbal message and creative storytelling

CHALLENGE JUDGING

Judges will select the top three overall teams. From the final three teams, the overall winning team will be selected.

AWARDS

In partnership with Chick-fil-a, the following awards will be provided:

- 1st Place Team - \$1,500
- 2nd Place Team - \$1,000
- 3rd Place Team - \$500

TIMELINE

Challenge submission deadline
Top 3 announced

January 15, 2027
March 2027



2-3 PARTICIPANTS



5 MINUTES
PRESENTATION TIME



1 VIDEO
ENTRY



CONNECTING WITH GEN Z CHALLENGE

SUBMISSION EVALUATION FORM

Name of College/University: _____ City: _____ State: _____

Team Member Names: _____

When completing the challenge, to what degree did the team...		Novice	Proficient	Advanced	Exemplary	Judged Score
VIDEO CONTENT						
1.	Project Focus and Gen Z Audience States the project focus (customers, future Team Members, or both) with a clear reason for the choice, and defines the Gen Z audience including key characteristics, motivations and behaviors.	0-1	2-3	4	5	
2.	Brand Identity and Promise Describes Chick-fil-A's brand identity and brand promise accurately and thoroughly.	0-1	2-3	4	5	
3.	Opportunities, Challenges and Influencing Factors Identifies the biggest opportunities and challenges in engaging Gen Z, including relevant customer and/or candidate touchpoints and the factors that influence Gen Z's choices.	0-3	4-6	7-9	10	
4.	Objectives and Rationale Presents clear, relevant objectives and a sound rationale for the proposed idea.	0-1	2-3	4	5	
5.	Concept and Key Message Describes a creative, innovative concept and key message that reflects the Chick-fil-A brand.	0-3	4-6	7-9	10	
6.	Marketing and/or Recruiting Strategy Proposes a feasible strategy, including channels and touchpoints, that aligns the idea with the Gen Z audience.	0-5	5-10	11-14	15	
7.	Campaign Components Provides examples of components of the campaign, program, menu item, product or experience that bring the concept to life.	0-5	5-10	11-14	15	
8.	Success Metrics and Measurement Recommends relevant success metrics and explains how impact would be measured.	0-1	2-3	4	5	
9.	Expected Business Outcomes Estimates realistic business outcomes (e.g., customer visits, loyalty engagement, job applications, employer brand awareness, retention, social engagement, brand consideration).	0-1	2-3	4	5	
VIDEO PRESENTATION						
10.	Organization Information is presented in a logical sequence that can be easily followed and understood within the five-minute limit	0-1	2-3	4	5	
11.	Clear Verbal Message Video communicates a clear, persuasive verbal message.	0-1	2-3	4	5	
12.	Creative Storytelling Video engages the audience through creative storytelling.	0-1	2-3	4	5	
13.	Video Design Visuals are appropriate, professional and add value.	0-1	2-3	4	5	
14.	Overall Impression Demonstrates career readiness through professionalism, poise and confidence.	0-1	2-3	4	5	
TOTAL SCORE (100 points)						
LESS PENALTY POINTS						
TOTAL SCORE						