



# ENTRY FORM

THE AOTEAROA EFFIE AWARDS IN ASSOCIATION WITH TVNZ – ENTRY FORM

|                             |   |
|-----------------------------|---|
| ENTRY ID                    | <u>482-B02 - Limited Budget: Less than \$250,000</u>  |
| ENTRY TITLE                 | <u>Breaking the Popeyes global launch record on a shoestring budget.</u>  |
| CLIENT                      | <u>Popeyes</u>  |
| PRODUCT                     | <u>Quick Service Restaurant</u>   |
| FIRST MEDIA APPEARANCE DATE | <u>26<sup>th</sup> February 2024</u>  |
| CAMPAIGN START DATE         | <u>26<sup>th</sup> February 2024</u>  |
| CAMPAIGN FINISH DATE        | <u>29<sup>th</sup> April 2024</u>   |
| CATEGORY                    | <u>B02 - Limited Budget: Less than \$250,000</u>  |
| CATEGORY DESCRIPTION        | <p>Campaigns with a total production and media spend of \$250,000 or less. It must be a stand-alone campaign as opposed to a single execution from a larger campaign. This category is all about achieving a lot for a little. Judges are looking for strategic thinking, creative work, and results that show how to convert a modest budget into a significant commercial result.</p> <p>Note: The budget limit must include the cost of any promotional prizes or incentives. If any media has been provided at non-commercial rates, this needs to be calculated at rate-card equivalent. Entrants should indicate if any production has been provided at non-commercial rates.</p> <p>Entrants in category A13 cannot enter this category.</p> |

**WORD COUNT: 2500 MAX**

**EXECUTIVE SUMMARY [0%]**

Give the judges an understanding of the case they are about to read by providing a brief summary for each of the items below. A one-sentence summary is recommended for each line.  
(Maximum: 100 words in total – not included in total word count)

|                                       |   |
|---------------------------------------|---|
| The Challenge:                        | In a highly competitive QSR market, where new entrants struggle, convince people that Popeyes is worth the trip to our restaurant AND the hype.   |
| The Insight:                          |   |
| The Strategic Idea/Build:             | Glorify early adopters of Popeyes, turning them into influencers.   |
| Bringing the Strategy & Idea to Life: | <b>Be the first _____ to try Popeyes.</b><br>A campaign that blends bragging rights with a call-to-action to all fried chicken lovers to <b>be the first of their friends to try Popeyes.</b> |
| The Results:                          | <b>The #1 Popeyes launch in the world.</b>  |

**Why is this entry an outstanding example for effective marketing in this Effie entry category?**  
(Maximum 90 words – this is not included in total word count)

You might be sceptical of a fried chicken brand bragging about launching a fried chicken store in a country obsessed with fried chicken.

But launching a new QSR brand in a highly competitive market is hard at the best of times. Add in limited budget and ambitious sales targets and the challenge compounds.

This is the story of launching Popeyes in NZ.

With a platform that harnessed bragging rights and turned early adopters into influencers.

Trumping over 35 countries to deliver the #1 Popeyes launch IN THE WORLD.

01.

**Challenge, Context & Objectives [20%]**

This section covers your strategic business context for your marketing activity, alongside your key business challenge and objectives.

Please provide the necessary context on your industry category, competitors, and brand so the judges, including those unfamiliar with your brand/category, can evaluate your entry. Outline the degree of ambition represented by your objectives. Including historical

|     |   |
|-----|---|
|     | data may be useful here to provide judges with a clear picture of the situation the brand or organisation found itself in.  |
| 01A | Before your effort began, what was the state of the brand's/organisation's business and the overall category in which it competes? What was the strategic challenge that stemmed from this business situation? Provide context on the degree of difficulty of this challenge. |

Popeyes is the world’s best Louisiana style fried chicken.

On April 29, 2024, Popeyes was to launch its first NZ restaurant in Takanini, Auckland.

They did their homework.



Brief: Generate enough hype to sustain a 10-week launch period.

Challenge 1: Limited Budget.

Popeyes had just under [redacted] for the launch of its Takanini store. A modest budget considering the success of Takanini would seal the fate of the entire brand here in New Zealand.

Challenge 2: A Competitive Market

NZ loves fast food.<sup>1</sup> But the market is competitive, and KFC dominates.

There is one KFC restaurant for every 41,000 Kiwis.<sup>1</sup> KFC Spend \$56m in media a year.<sup>2</sup>

In the week leading up to Popeyes Takanini launch, KFC attempted to drown Popeyes out, investing in 362 TV ratings, achieving a 36% share of voice. Two weeks prior KFC ran 150 TARPs, and 173 TARPs, making that a 126% increase.

Note: Popeyes can’t afford TV, so aren’t shown in the charts below.

Chart 1: eTAM TV Share of Voice WC 23<sup>rd</sup> April 2024<sup>2</sup>

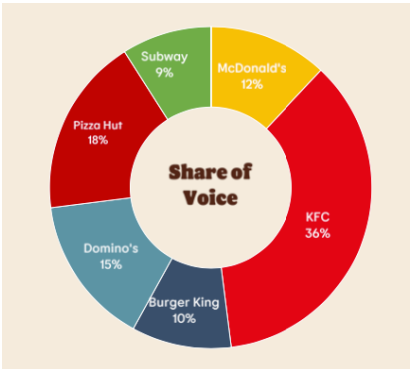
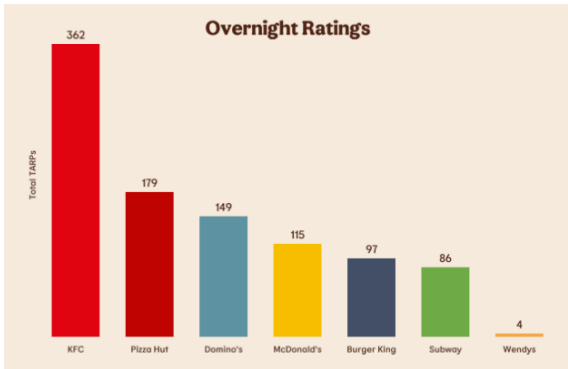


Chart 2: eTAM TV Ratings WC 23<sup>rd</sup> April 2024<sup>2</sup>



We weren't the first American QSR to see opportunity in NZ. Carl's Jr and Taco Bell were launched in NZ, with moderate success. Then there's a long list of fried chicken players – Chicking, Wicked Chicken, Peaches, Nene Chicken to name a few. **To compete, we had to be compelling.**

### Challenge 3: Being bigger than Takanini

Fast-food is built on convenience.

Popeyes is located at a major intersection on Great South Road in Takanini - an area with a population of 16,530<sup>5</sup>.

To achieve sales volumes, we had to convince people to go out of their way, past several other fast-food options to try Popeyes.

We had to fight inconvenience, appealing to people well beyond Takanini.

### Challenge 4: Maintaining sales beyond day 1.

The success of Popeyes Takanini was critical to Popeyes expansion in NZ. But expansion didn't rely on day 1 sales, it was every day afterwards that mattered most.

We were set a target of maintaining [REDACTED] sales per day for 10 weeks.

Maintaining sales beyond day 1 [REDACTED]

**Summary: In a highly competitive QSR market, where new entrants struggle, convince people that Popeyes is worth the trip to our restaurant.**

01B

What were the objectives you set to address your challenge? For each objective, include: KPI, benchmarks, previous outcomes and the rationale for why it was selected.

Please outline one business/organisational objective and a maximum of 3 marketing and 3 advertising/comms objectives.

Objectives were set based on market research, as well as the benchmarks of other Popeyes store openings globally.

#### Objective 1. Build hype ahead of the opening.

Online hype drives trial. Popeyes planned to match the hype of their top performing markets, Romania and France, and beat the hype of other new entrants like Taco Bell.

1a. KPI: 7,500 Instagram page followers.

1b. KPI: The longest line for Popeyes ever.

#### Objective 2. Achieve Day 1 Sales Target [REDACTED]

The more people we could get trying Popeyes, the more word-of-mouth we could get, the faster Popeyes would grow.

#### Objective 3: Achieve an average cheque [REDACTED]

This was modelled on profitability and benchmarked against global figures.

#### Objective 4. Maintain sales volume beyond day 1.

<sup>1</sup>Inside Retail NZ Openings & Closings, <sup>2</sup>eTAM Share of Voice, <sup>3</sup>Nielsen Ratecard Media Spend 2024, <sup>4</sup>Franchise NZ, <sup>5</sup>Wikipedia

<sup>10</sup>Nielsen Global Trust in Advertising Study, <sup>12</sup>Instagram, <sup>13</sup>Google, [REDACTED]

<sup>15</sup>NZ Herald, 30 April 2024

Popeyes Takanini is one of several stores planned for NZ. It couldn't be a flash in the pan. Global performance told us that maintaining sales beyond day 1 was critical for a successful launch.

4a. KPI: Week 1 Sales [REDACTED]

4b. KPI: 10 Week Sales [REDACTED]

02.

### Insights & Strategy [25%]

This section covers the key building blocks of your strategy. Explain to the judges how you arrived at your strategy and clearly articulate that strategy. Focus on the thinking or insight(s) that unlocked your solution and tied it to successfully addressing your objectives.

02A.

Explain the thinking that led you to your strategy. Explain how any insights discovered were directly tied to your brand, your audiences behaviours and attitudes, your research and/or business situation.

Our thinking was informed by research and eating copious amounts of Popeyes.

#### Insight 1: Kiwi's love fried chicken, [REDACTED]

Research showed Kiwis were ready for another fried chicken player. They wanted variety<sup>8</sup>. And Popeyes is unique. Its fresh chicken marinated for 12 hours in bold Cajun flavours and hand-breaded in a shatter-crunch coating.

Popeyes is good. Really, really good. We tried it and knew we were onto a winner. But why would anyone believe us?

Popeyes youth market distrust advertising more than any other generation.<sup>10</sup> Meanwhile there's nothing they trust more than the recommendation of a friend.<sup>10</sup> We couldn't just tell people about Popeyes chicken.

#### Insight 2: [REDACTED]

Barely anyone in NZ had tried Popeyes. But people were excited about it [REDACTED]

If we could get those people to try Popeyes, they'd love it.

And then they'd brag about it. And they could do our advertising for us.

#### Summary:

**Strategy: Glorify early adopters of Popeyes, turning them into influencers.**

**02B.**

What was the Core Idea or strategic build that enabled you to reach your solution?  
(Be succinct. A maximum of 50 words.)

**Be the first \_\_\_\_\_ to try Popeyes.**

A campaign blending bragging rights with a call-to-action.

Because only one person can **be the first in NZ**,

but that doesn't mean you can't

**be the first Sharn,**

**the first Kate,**

**the first Sione,**

or even **the first KFC employee to try Popeyes.**

**03.**

**Bringing the Strategy & Idea to Life [20%]**

**03A.**

Describe the creative solution and how it helped the idea break out of the category and resulted in unexpected solutions.

Instead of headlines announcing the open day, we made headlines announcing the customers.

We took bragging rights to mass media.

- **'The first \_\_\_\_\_ to try Popeyes'** became part of the packaging, turning our takeout bag into our most valuable media channel - a personalised billboard that customers could put their name on.
- OOH used the campaign line and Popeyes signature Cajun-orange branding making it impossible to miss.
- Radio ads got the Popeyes name and jingle stuck in people's heads.
- Contextually relevant digital ads - **'Be the first Warrior's fan to try Popeyes'**.

On-site:

- The Popeyes Sleepout. A pop-up camper which gave the ultimate fan a night of luxury including Popeyes pyjamas, slippers, Cajun scented candles, a duvet to 'marinate' in, and speakers soothing you to sleep with the sound of deep frying.

Social:

- 'Follow me' videos of the first few takeout bags leaving the new store.
- UGC of customers bragging about their experience.
- Behind the scenes videos from the store, from the queue, and from the Popeyes Sleepout.

03B.

WHAT WAS THE COMMUNICATIONS STRATEGY?

This section relates to the media and communications thinking and strategy that brought the creative solution to life in the most powerful and relevant way for the target audience. Include all significant touchpoints and channels in this section.

**Outline the rationale behind your communications strategy.** Explain how the key elements worked together to drive results:

**Prior to launch.**

- **The first influencer event**, the Popeyes 'Sunday lunch' where unpaid influencers were invited to a secret pop-up location to try the Popeyes menu. A risky move – but a great test of the idea. The mass taste-test left Popeyes open to critique from high-profile foodies, with content created and posted in real-time to social media.
- OOH placed far away from Takanini, in areas such as Ponsonby, Freeman's Bay and Grey Lynn to encourage people to travel.
- OOH targeting community groups - Rugby Clubs, Universities and Restaurants, encouraging people to be the first Sid Sarawat, the first student, or the first prop to try Popeyes.
- 30" Radio campaign to target commuters driving across Auckland.
- Online banners to place Popeyes in and around news.

**Launch day, owned media and activation.**

- Local PR with the AM Show, Stuff, One News, NZ Herald and The Independent. Including a live cross from the restaurant, product trials on air, and having the first morning show journalist try Popeyes.
- A stream of content from foodie influencers and Gen Z creators ensured we pulled in a breadth of customers.

- A live-from-the-queue broadcast of Mai FM, Popeyes and the fans. Mai FM hosts held interviews with customers, streamed taste tests and celebrated every first.

**List all supplementary communications touch points** used in this campaign (the touchpoints that were not central to the campaign).

Website, CRM, and remarketing.

**What was the \$ Spend?** Outline the media and production spend on the campaign within the campaign period. Use actual spend rather than ratecard. In the case of donated media please list the rate card value separately from the paid media spend.

|   |   |
|---|---|
| Media Spend   |   |
| Outline the media spend in relation to competition and versus last year | KFC spend \$56m Ratecard in Media annually.<br><br>There is no record of other competitor investment in restaurant openings, and no prior investment for Popeyes in NZ. |
| Creative Production Spend   |   |

|            |   |
|------------|---|
| <b>04.</b> | <p><b>WHAT WERE THE RESULTS? [20% for 4A and 15% for 4B].</b></p> <p>Outline the results achieved by the campaign against the short and long-term objectives set, provide conclusive proof that it was the campaign that drove the results.</p> <p>In this section, the judges will be looking to see a clear cause and effect between the communication activity and business performance over time. Show the compelling evidence that will convince even the most cynical finance director.</p> <p><b>Please Note:</b> All results must be sourced to be judged; any unsourced results will not considered by judges.</p> |
| <b>04A</b> | <p><b>Overall achievement against objectives [20%].</b></p> <p>Clear proof that the objectives established in section one have been achieved. Judges will be seeking quantified results. Successful entries ensure that results can easily be aligned against objectives established in section one.</p> <p>Note: Please ensure all data is sourced, and is specific to the results period outlined in the Call for Entry, and geographically isolated to Aotearoa.</p>   |



**Our campaign surpassed all targets.**

**Objective 1.** Overwhelming hype. So much so that police intervened to help clear motorways and roads of hour-long queueers.

**Popeyes NZ was the #1 Popeyes launch ever.** <sup>7</sup>

[Redacted]

**04B**

**Convincing proof that the results were a direct result of your campaign [15%].**

Outline other external factors that could account for the results outlined in 04A and provide compelling evidence and rationale for why these did not contribute significantly to those results. There are almost always other factors that could have affected your results, such as product changes, pricing, distribution, stock levels, competitive activity, weather, etc. You need to convince the judges that these factors were not responsible for your results, or estimate their contribution and/or demonstrate how they needed the campaign to amplify their impacts.

[Redacted]

**Guidance Notes**

Please refer to the guidance notes below, to ensure your entry conforms to eligibility criteria.

**Eligibility:** Data presented must be isolated to Aotearoa, and work must have run between 1 June 2022 and 30 June 2024. Results may be included up to 23 July 2024. Results data that fails to isolate or identify data specific to the eligibility period and/or Aotearoa New Zealand risks low marks and/or being ineligible.

**Data Sources:** All data referenced in the entry requires sources (recommended as footnotes on the page referenced or at the end of the entry).

**Charts and Graphs:** Entrants are encouraged to display data via charts & graphs within the limits allocated in each question. Sources required for all data including charts and graphs.

**Agency names:** No agencies, of any kind, are to be included in the entry.