

Bojangles' Famous Chicken 'n Biscuits

Problem

How does a fast-food chain keep its brand dominant in a market?

Solution

By creating a tease and reveal OOH campaign reminding the community of its positive involvement.

Background

Bojangles' was a long-term client of the advertising agency, but had only used OOH in the past as a directional piece or to showcase menu items. The team proposed this campaign idea to create a buzz and build Bojangles' image through uplifting creative in the community.

Objective

The objective of this campaign was to keep Bojangles' brand dominant in the market, drive positive communication through social media, and reinforce the feel-good message that Bojangles' makes people smile.

Strategy

In order to maintain a strong presence in the market, Bojangles' had to blanket the community with posters and DOOH in areas with high-volume traffic. The campaign was launched over a two-week period beginning on July 25, 2017. The company spread 80 teaser posters and 20 digital bulletins across the entire Upstate region. Its primary focus was on the Upstate South Carolina designated market area of Greenville, Spartanburg, and Anderson. The region averaged around 1,200 posters for the purposes of marketing outreach. The teaser creative consisted of a simple yellow background and four different smiley faces and was displayed for a total of eight weeks. The advertiser behind the campaign wasn't revealed until September 12, 2017, which created a lot of curious hype on social media. This creative used for the big reveal consisted of the same yellow background and a visual of a smiley face equaling Bojangles'.

Plan Details

Markets: Upstate South Carolina (Greenville, Spartanburg, and Anderson)

Flight Dates: July 25, 2016 - October 23, 2016

OOH Formats Used: Posters and digital bulletins

Additional Formats: Social media

Target Audiences: Upstate South Carolina residents and travelers

Budget: \$50K



Results

It only took two days after posting the teaser ads for the market to respond by asking questions. The OOH media advertiser was contacted by a local newspaper that was following up on a reader's question about the smiley faces. As more and more people wanted to know who was responsible for the campaign, the company responded to all inquiries with the following statement: "We are really excited about the campaign but unwilling to reveal any further information at this time." Social media played an important role in adding fuel to the fire. Posts were rampant and curiosity grew through Facebook, Twitter, and other popular platforms. Various local news outlets covered the campaign with the teaser ads and followed up after the big reveal. The community fell in love with the campaign. So did LeeAnn Johnston, a Bojangles' franchisee who said, "I drove to Greenville yesterday and BAM! in your face on I-85; took Laurens Road to downtown Greenville and BAM! BAM! Two times in your face on Laurens Road; left Greenville on 385 and BAM! in your face at the Bon Secours Wellness Arena!"

Alicia Roberts, a representative from The Butcher The Baker marketing agency, also vouched for its ingenuity: "We thought it was genius! Such a clever idea that we told ourselves we HAVE to be a part of this! Bojangles' gives exactly what the smiley faces are: happiness!"

Testimonials

"Bojangles' has been doing business in Upstate South Carolina for many years. Over these years, much has changed, but the constant is the Bojangles' experience: putting smiles on the faces of our fans and bringing people together over great food. When the opportunity came up to partner with our local Upstate franchisee Chix and Bix, LLC on such a fun campaign, it was something that made a lot of sense for the Bojangles' brand. We had witnessed the popularity of the smiley face OOH signage and many folks were discussing this on social media. Once we made the big reveal by featuring our delicious food alongside the smiley face, we heard from so many local residents who were thrilled to learn about Bojangles' involvement. We were surprised at the reach of this campaign, even seeing some local media coverage. This particular campaign was all about brightening the lives of residents of the Upstate, and we certainly hope we were able to do this. Bojangles' is proud to do business in the Upstate, and we look forward to being part of this community for many years to come."

- Randy Poindexter, Sr. Vice President of Marketing at Bojangles'

