

Marketing in the News: Popeyes Chicken Sandwich

“The Battle of the Chicken Sandwich”

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BUAD 307**



The Birth of the Golden Sandwich

- Restaurant Brands International, the parent company of Popeyes, Burger King and Tim Hortons, noticed a trend in an increase of boneless chicken sales which included their tenders.
- In August 2019, they decided to introduce a chicken sandwich of their own made of a fried chicken filet, pickles and mayo on a toasted brioche bun.



Source: <https://www.businessinsider.com/popeyes-chicken-sandwich-rise-and-fall-story-2019-8>

"The chicken was incomparably crispy, juicy, and fresh, and all the elements of the sandwich were well balanced," Jiang wrote. "Each bite was bursting with flavor. And its price tag is also the most appealing – at \$4, it's the cheapest sandwich in the lineup." - Jiang (Business Insider)



Popeyes Chicken

@PopeyesChicken



Chicken. Brioche. Pickles. New. Sandwich. Popeyes. Nationwide. So. Good. Forgot. How. Speak. In. Complete. Sandwiches. I mean, sentences.



31.6K 4:32 PM - Aug 12, 2019



6,877 people are talking about this



Twitter Wars: Chick-fil-A vs. Popeyes



X
@XLNB

Chick-Fil-A watching everybody eating Popeyes new chicken sandwich



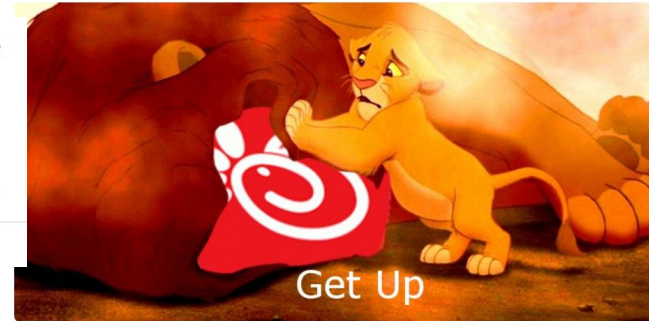
8,255 11:21 AM - Aug 19, 2019

1,824 people are talking about this



chocolate milk influencer
@BourbonGhost

Me when I tried the new Popeyes sandwich.



4,342 10:20 AM - Aug 19, 2019



Dee Holt
@D_1andOnly_

Popeyes Spicy Chicken Sandwich is definitely killin Chick-Fil-A's chicken sandwich

209 11:20 AM - Aug 17, 2019

115 people are talking about this



Chick-fil-A, Inc.  @ChickfilA · Aug 19, 2019
Bun + Chicken + Pickles = all the  for the original.



“...y’all good?”- @PopeyesChicken
(Twitter)



WENDY'S SPICY NUGGETS ARE BACK!!!

@Wendys



Y'all out here fighting about which of these fools has the second best chicken sandwich.



62.9K 1:55 PM - Aug 19, 2019

14.7K people are talking about this



Jha AsjaWn
@JhaAsjaWn

Bojangles if you don't get your ashy ass out the equation



Bojangles'
@Bojangles1977

Everybody around here knows the best chicken sandwich is a chicken biscuit.



15:38 · 8/19/19 · [Sprinklr Publisher](#)

243 Retweets 715 Likes

75 5:43 AM - Aug 20, 2019 · Tallahassee, FL

See Jha AsjaWn's other Tweets



SHAKE SHACK

@shakeshack



If you're lookin' for a chicken sandwich (without the beef 🤔), you know where to find us.



6,553 1:4

Popeyes Chicken
@PopeyesChicken

Sounds like someone just ate one of our biscuits. Cause y'all looking thirsty. [twitter.com/Wendys/status/...](#)

2,154 peop

WENDY'S SPICY NUGGETS ARE BACK!!! @Wendys

Y'all out here fighting about which of these fools has the second best chicken sandwich.

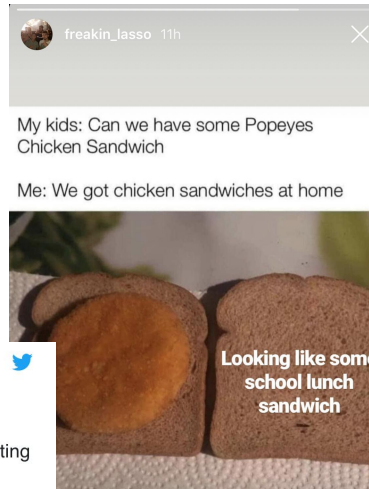


374K 5:10 PM - Aug 19, 2019

106K people are talking about this



- “Marketing power of memes”
-The Takeout
- #chickensandwichwars



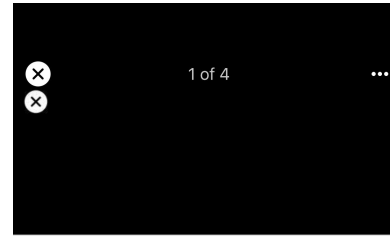
Hector ¹⁰⁰
@TallDonCinnamon

Popeyes after ending Chick-Fil-A and finally giving people a chicken sandwich that doesn't make them feel guilty for supporting a homophobic fast food place



131K 12:37 PM - Aug 19, 2019

32.5K people are talking about this

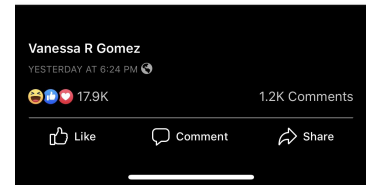


It's getting personal



Wendy's ¹⁰⁰
@Wendys

No one gives a shit



Curry with the shot...
@StephBMore

Y'all notice McDonalds ain't saying shit about their \$1 mcchicken. They are staying in their lane. Sitting quietly waiting for a French fry debate to start.

155K 2:55 PM - Aug 19, 2019

26.7K people are talking about this

Social Media Marketing

- “Apex Marketing Group estimated Wednesday that Popeyes reaped \$65 million in equivalent media value as a result of the Chicken Sandwich Wars.” -Micheline Maynard, Forbes
- The firm, based outside Detroit, defines that as the price a company would have to pay to purchase the attention it received for free. Apex takes into account **television, radio, online and print news reports, as well as social media mentions**. The evaluation was conducted from Aug. 12, when the sandwich went on sale nationally, through Tuesday evening, yielding 15 days’ worth of data.
- The \$65 million figure is **nearly triple** the \$23 million in media value that the sandwich generated in its first few days on sale, according to an earlier Apex estimate.

Social Media Marketing

WHY GO SOCIAL?

What is the value of having a social presence online? Here are a few reasons small businesses should be part of the social media scene.

NEW CUSTOMERS

78% of small businesses now get at least one quarter of new customers via social media

61% of young people refer to social media to decide where to go when they go out

CUSTOMER ENGAGEMENT

27%

27% of Americans check their social networks several times a day.

35%

35% of Americans check brand pages regularly as part of their social media activity.

27%

All together, social media takes up 27% of time spent online.

REACH

200 MILLION Twitter has 200 million active users.

1 BILLION Facebook boasts 1 billion active users.

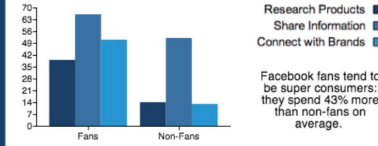
343 MILLION Google+ is gaining ground with 343 million active users.

225 MILLION LinkedIn has 225 million active users.

A LOT OF OPTIONS



SOCIAL HABITS OF FACEBOOK BRAND FANS



SOURCES

Forbes "Your Business Needs to Get Social, Local and Mobile - Fast"
 LinkedIn Blog, "The Evolution of LinkedIn"
 MarketingProfs, "Average Value of a Facebook Brand Fan Increases 26%"
 "Social Networking: 45% Check out Brand Pages"
 "Social Takes up to 27% of Time Spent Online"
 "World Internet Usage: Weblogs, Email, Social Media, and More"
 MediaPost, "Online Radio reaches 49 Million Listeners Weekly"
 Street Fight, "Study: 82% of SMBs Use Facebook for Marketing, 25% Use Twitter"
 ZDNet "Google+ Moves Up to Second Place on Social Networks"

CREATED BY RADIATE MEDIA WWW.RADIATEMEDIA.COM

The ROI of Social Media vs Traditional Advertising

How much does it cost to reach customers?

A good way to calculate the effectiveness of an advertising campaign is by determining how much it costs to reach 1,000 people, also known as CPM. Here's the breakdown of the average CPM per media channel.

Cost per Thousand



The results (from least to most expensive)



Social Media

#1



Billboards

#2



Magazine

#3



Direct Mail

#4



Beyond the Numbers

The numbers show that social media has is the most cost effective platform to advertise on, compared to other traditional methods. What makes it even better is the targeting features available on platforms like Facebook and Instagram. You can pinpoint your audience much better than any billboard, magazine, or other print method ever can.

The Success of the Social Media Frenzy: Sandwich Sold Out!



Is Social Media Marketing the New Trend?

