

Shawn Kim
Joey Kravetz
Jonathan Wong

“I’m back.”



Marketing In The News - 11/11/2019

Context

<https://video.foxbusiness.com/v/6098462160001/>

- **August 2019** - chicken sandwich added to Popeyes menu
(Product development)
 - \$23 million in first few days of sale
- **68 days later** - shortage
- **November 3, 2019** - Popeyes announces that its chicken sandwiches are back
 - In its return, Sunday traffic at Popeyes up 300% from normal baseline

The Chicken Wars

Chick Fil-A

27.9%
market
share



KFC
14.6%
market
share

Wendy's

4.9% market
share



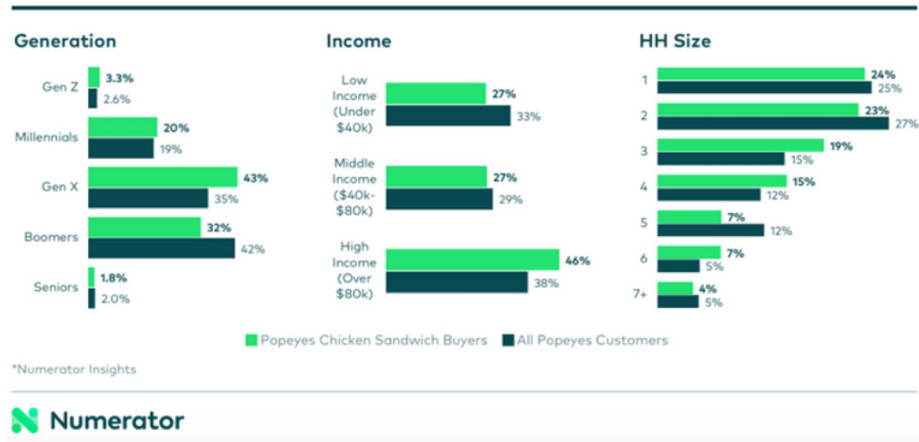
Popeye's
10.8%
market
share
BEFORE
release

\$34.4 Billion Dollar Industry

Popeye's Targeting

- Boomers & Gen X make up the majority age demographic
- Majority of sandwich buyers are actually high income (over \$80k)
- Authentic Louisiana Style Cooking
- Positions itself as restaurant for greasy comfort food

Popeyes Chicken Sandwich Buyer Demographics



Product

- 2 sandwiches: Popeyes Original & Spicy Chicken Sandwich
- Buns, mayonnaise, pickles, fried chicken breast



PLACE

- 3102 Popeyes restaurants total
- Restaurants are found in 40 states & 30 countries worldwide



PRICE = \$3.99, and risk of severe injury



Popeyes employee, customer throw trays at each other in fight caught on video

Trays went flying at a Popeyes restaurant in San Antonio on Tuesday during a fight between a customer and an employee.

1 day ago

Popeyes Employees Fight Worker Selling Chicken Sandwich On Side

**POPEYES MADNESS
EMPLOYEES GANG UP
ON COWORKER ...
Allegedly Selling Chicken
Sandwich On The Side**

35.6K 986 11/8/2019 5:16 PM PT

TENNESSEE · Published 3 hours ago

Popeyes violence continues after woman is body-slammed outside Tennessee restaurant



By Gerren Keith Gaynor | Fox News



PROMOTION

- Social Media/News
- Return on National Sandwich Day (and on a Sunday)
- Caters to tribal mentality of the Internet (“Great Chicken Sandwich War of 2019”)

3 essential promotional factors

- **Twitter War (Competitive mentality)**

- **TV personalities trying it**

- **Crazy headlines**

- Apex Marketing Group estimates that the media has given Popeyes \$65 million in equivalent media value



PROMOTION - word of mouth



CELEBRITY

Justin Bieber Tried The Popeyes Chicken Sandwich For The First Time And Gave His Review On Instagram

Popeyes's chicken sandwich is delicious, thankyouverymuch.

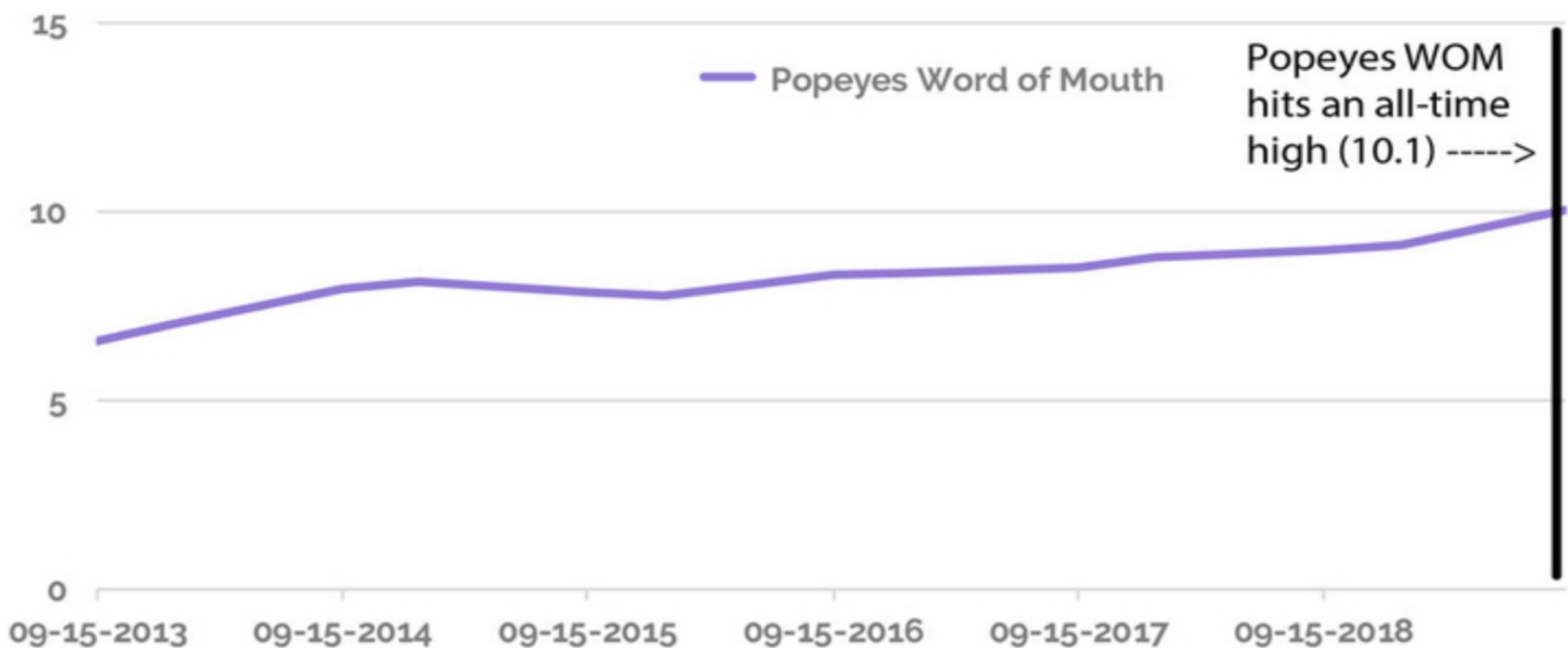
Posted on November 9, 2019, at 10:21 a.m.



317 2.8K 14.2K

Title: Word of Mouth

"Which of the following brands have you talked about with friends or family members — whether online, in person, or through social media — in the past two weeks?" (Word of Mouth ranges from 0–100%)



SWOT

- **Strengths:** high demand & easily produced; in 1st half of 2019
 - 3.3% increase in chicken sandwiches ordered in all fast food restaurants; while hamburger orders have decreased
- **Weaknesses:** easily replicated by competition; being a social media trend means interest/resulting promotion may eventually cool
- **Opportunities:** Potential Expansion into emerging Asian Markets, could introduce healthier options to menu
- **Threats:** Other fast-food chains- Chick-fil-A, KFC, Wendy's, in highly competitive chicken sandwich market, increased health consciousness of consumers

Sources

<https://www.forbes.com/sites/michelinemaynard/2019/11/08/inside-the-fried-chicken-sandwich-wars-how-popeyes-stacks-up-amid-a-flock-of-competition/#23d400a06ead>

<https://video.foxbusiness.com/v/6098462160001/>

<https://www.qsrmagazine.com/growth/how-popeyes-clawed-its-way-chicken-elite>

<https://www.qsrmagazine.com/fast-food/just-how-big-deal-was-popeyes-chicken-sandwich>

Thank you!