

## CASE STUDY: MIKE GOLDBERG CREATIVE DIRECTOR CO-AUTHOR

# POPEYES



### CHALLENGE

Popeyes was coming out of a difficult financial period and had no identity. It's main competition, Kentucky Fried Chicken was dominating the market with twenty times the advertising budget.

### STRATEGY

Make an impact with a smaller budget by creating characters that make an emotional connection to Popeyes' core audience

### CREATIVE

The two "Men In Black" style characters, Redd & Zeke went out to deliver their message and save the world from bland chicken.

### DELIVERABLES

National TV and integrated campaign

### RESULTS

The campaign lasted for an unprecedented 4 years and sales increased 20% each of those 4 years improving their total revenue by nearly 500 million dollars. The nicest complement one could ask for is receiving a standing ovation from the 200 Popeyes franchisees when their sales reached record numbers.