

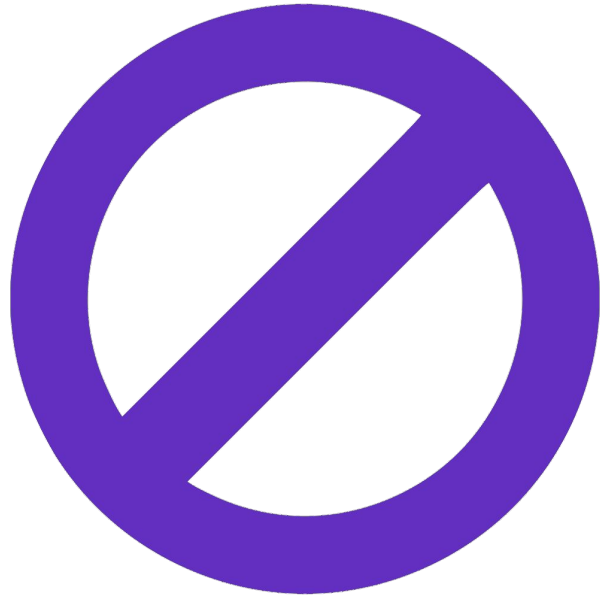
POPEYES

The Activist's Choice for Chicken Sandwiches

A4A: Talia Grumet, Gabrielle George,
Bobbie Adelson, Jonah Kim



**Women's
reproductive
rights are being
restricted**



**Texas has
banned abortion
after **six weeks** of
pregnancy**

Six weeks is before most women
know they are pregnant

Other states are pushing for similar laws

BREAKING | Nov 3, 2021, 10:04am EDT | 40,332 views

Ohio Bill Copies Texas' Abortion Ban—And Goes Further. Here's Which States Could Be Next.

Popeyes can help – but how?

We want to:

GET young people **TO** support Popeyes and women's reproductive rights **BY** showing them Popeyes is the activist's choice and donating towards the fight for women's rights

Our Plan:

Popeyes, a popular southern fast food chain, will donate **25%** of the profits from their chicken sandwich combo meal to organizations supporting women's reproductive rights during the month of **May**, which is Women's Health Month, in addition to posting resources for women looking for help.

Popeyes' Previous Activism: Why we want to support their Chicken Sandwich



The business is known to already support organizations like the “Black Lives Matter” Movement and the NAACP in order to promote antiracist education and racial equality. We believe that Popeyes can promote both anti-racist organizations as well as organizations supporting women’s reproductive rights since their competitors (specifically Chick-fil-A) have been recently associated with the abortion bans.

Source: <https://www.them.us/story/texas-abortion-law-inspired-by-save-chick-fil-a-bill>

The Campaign

Popeyes will change its logo colors in the month of May to the color **purple**. Pins and bracelets with the new logo and campaign art will be included in each combo meal for customers to show their support for women's reproductive rights. In addition, Popeyes' website will offer a resources page that links to Planned Parenthood and Uber/Lyft for transportation for safe abortions. It will also include links towards supporting women's organizations, letters to write to your senators, and how to get safe abortions, especially in the South.



Source: <https://www.cbsnews.com/news/uber-lyft-cover-driver-legal-fees-sued-texas-abortion-law/>

Target Audience

We hope to inform younger generations about the issues surrounding women's reproductive rights with the help of Popeyes. We are looking to expand Popeyes current market into a younger generation of consumers, while simultaneously providing important information and resources about women's reproductive rights.

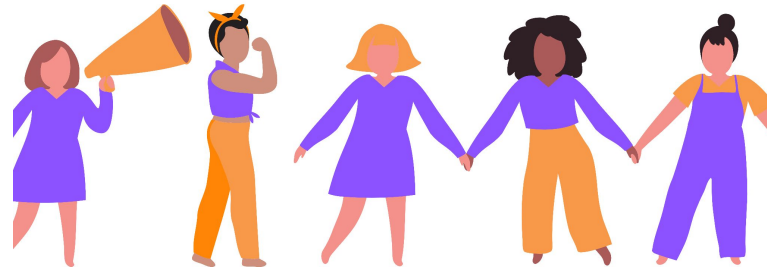
Target: 18 - 30 years old

Updated Logos

POPeYES.



POPeYES.



Why Purple?

Purple is the color of International Women's Day

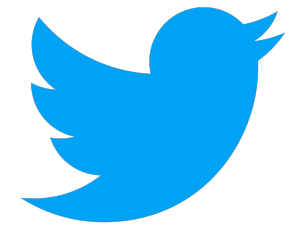
It has been used historically in the fight for
women's rights and equality

The Advertising

The campaign slogan will be known as "The Activist's Choice for Chicken Sandwiches".

Through advertising campaigns across social media platforms and promotional packaging, our nationwide audience will be able to see how Popeyes Louisiana Kitchen should be the preferred business to purchase from due to their support for women's rights and reproductive-freedoms organizations.

Twitter



Take advantage of brand Twitter to appeal to a Millennial audience

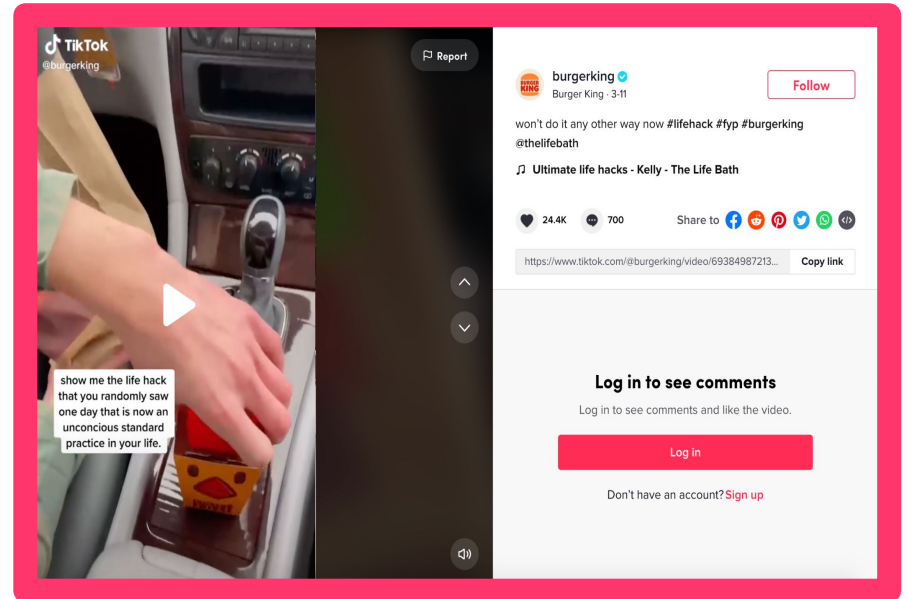
Incorporate humor and important info in the same tweet to grab attention and spread awareness

TikTok



Fun, short videos to appeal to Gen Z
humor and inform them about the
campaign

Collaborate with popular creators
and follow trends to reach bigger
audiences

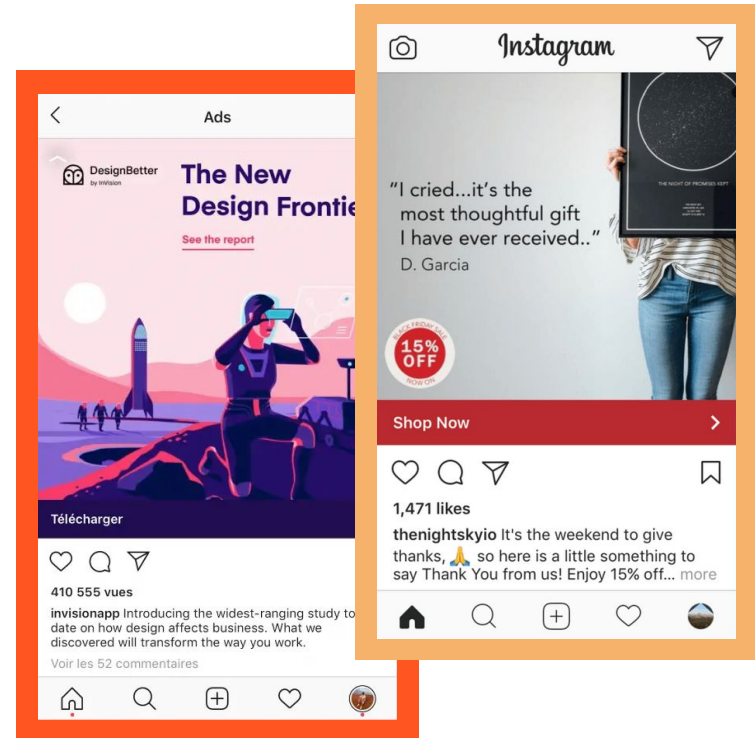


Instagram



Use sponsored posts to bridge the gap between Millennial and Gen Z social media users to spread awareness

Link to more details about the campaign and how to participate



Packaging

Combo Meal Boxes:

- Limited edition packaging for combo meals purchased during the campaign
- Features purple campaign logo and link to more information



Promotional Goodies

Bracelets and Stickers:

- Included with the campaign combo meal
- Campaign logo and specialized designs to promote activism



Additions to Popeyes Website

Popeyes' website will include resources for supporting women's reproductive rights such as organizations, safe rides for abortions, letters to senators, and help hotlines. The organizations and non-profits that will be receiving donations from Popeyes will be listed on the website's home page. Links should be included so that customers can access each of the organization's websites with mission statements and biographies. We want our audience to stay notified about who and what kind of organizations their purchases are going towards. Consumer transparency is extremely important to our team and to our clients.

A4A was inspired to display resources on a webpage similarly to how the BLM website presents their sources and resource links: <https://blacklivesmatters.carrd.co/>

The A4A Team



Jonah Kim
Account Executive



Bobbie Adelson
Strategist



Talia Grumet
Media Planner



Gabrielle George
Designer