
POPEYES CMO TALKS STRATEGY, IDENTITY



After several years of declining sales, Popeyes chicken has seen a rebound in 2009 and 2010. Popeyes Chief Marketing Officer, Richard Lynch, spoke with Advertising Age on Friday about his company's recent success. During the past two years, the biggest marketing change for Popeyes was a shift from local and regional advertising to a national campaign conceived by Austin, Texas-based GSD&M. Lynch credits the campaign, which focuses on Popeyes roots in Louisiana, with playing a role in boosting Popeye's same store sales since in 2009 and 2010. "A lot of retailers," said Lynch, "struggle with a branding spot vs. a traffic-building spot. If what you're doing to drive traffic reinforces your brand, you can do both."

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