

## HOOTERS ADVERTISEMENTS FOR WOMEN



Hooters, the popular chain restaurant, have recently launched its new campaign, which is the first campaign of its kind. While the restaurant is typically known for its fantastic chicken wings and for the women who serve the food, wearing short shorts and little tank tops, the new campaign is designed to show people, particularly women, that the restaurant is not just a place where women serve chicken wings in little to no clothing at all. The new campaign has been put into motion as Hooters plans on changing up the brand a bit, revamping it and making some adjustments, as this would be the best way to attract a younger audience. The chain restaurant is not just hoping to attract a younger audience; they are also hoping to attract plenty of women as well. The CMO for Hooters, Dave Henninger, has said, "Historically the lion's share (of the brand's) position was all about the girls." He continued to say, "It's worked relatively well, but we see ourselves in a bigger place than that." Henninger wanted to make it clear that certain things would remain the same, which includes girl servers wearing orange shorts, but says that changes are coming as well. The chain restaurant has simply accepted the fact that if they are truly looking to expand and begin attracting a younger audience, they are going to have to start making adjustments and improvements, especially if they are looking to get the attention of women. During this week, the chain restaurant unveiled an entirely different menu, one of which includes tons of different salads, burgers, and of course, the beloved chicken wings. The inside of the restaurants are also going to get a makeover, as Hooters is hoping to create a more modernized look and feel on the inside. Hooters is a top restaurant that has been around for nearly three decades but even so, the restaurant chain has had to deal with some serious and stiff competition. An executive vice president for TheConsultancy, Darren Tristano, believes that now is a good time for Hooters to step it up a notch and believes that this new campaign will definitely do the trick. Tristano said, "The timing is really good for them to take the next step and contemporize their concept and try to appeal to the younger consumer who is less engaged with Hooters." With the changes set to come, it is believed that Hooters will be able to stay on top of the competition while also getting the attention of a younger audience, women included.