

## Insights & Ideas: Popeye's Newest Menu Item! - Darren Nesbitt - June, 8, 2021

What kicked off between Popeyes and one other restaurant is now a frenzy of discussion shared between every major QSR. Novelty and specificity could be wearing off as over [17+ similar offerings have been introduced over the past two years](#), and [people don't find them half bad](#). Going from a head-to-head spectacle to a [general category of food news](#) has made the space for announcements all the more crowded and less sticky, even for [the brand that kicked this chicken sandwich era into high-drive](#).

### INSIGHTS



**There's no conversation without Popeyes** - Among top social banter and critiques of chicken sandwiches, there are few that **don't** reference Popeyes.

🔑 **Specifically sauces have been brought up as the key differentiator for many.** 🔑

- [Sweet Heat is the taste that comes to mind for super fans reviewing their BTS nuggets meals from McDonald's](#),
  - [In-response, Just go to Popeyes](#)
- [Chrissy Teigen challenging 'spiced sauce' in relation to spicy chicken sandwiches](#);
  - [in-response her fellow influencers champion Popeyes as the exception](#).

Competition continues among new entrants but Popeyes is the default when it comes to dipping sauces and chicken sandwiches.



**Social Audio is the current frontier** - After becoming very familiar with our webcams throughout lockdown, people are more apt to join voice/audio experiences that maintain empathy and genuine connection, without the demands of video or the gravity of written comments. Along with Spaces-- Discord, Apple (Facetime), Facebook and Spotify are setting the stage for **audio clips and conversations to become ubiquitous in our shift from scrolling feeds, towards hanging out together online.**

- [Let the Social Audio Revolution Begin](#)
- [Voice-based social; more empathy, fewer blatant trolls](#)
- [40+ new social audio apps or features available to users](#)

### THOUGHT STARTERS

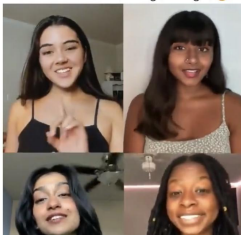


🔊 **#Lost in the Sauce: Radio Series** - "*If a man does not have the sauce, then he is lost. But the same man can be lost in the sauce.*" is a [popular quote](#) from rapper [Gucci Mane](#) that speaks to self-worth vs.

self-centeredness. In a lighter, more literal sense this could also apply to today's breadth of choices. To keep the Cajun BBQ Sauce top-of-mind fans will be invited to experience a recurring live-audio show. Featuring influencer interviews, music, and giveaways. A promoted reach campaign would drive listeners to follow and be notified about future shows. Platforms: [Spotify Greenroom](#), [Twitter Spaces](#), [Clubhouse](#).



This BillsBillsBills Challenge thought! 🤔



🎵 **They Have the Sauce: Singing Challenge** - One place where talent and fun tend to collide are after a bite of your favorite food! Energize the culture with the viral energy of [Logan Mac's Chicken song](#), ([covered by Todrick Hall](#)) by partnering with [@TheyHaveTheRange](#) to hold a challenge prompting singers to share their take on the Popeyes jingle or a unique rendition celebrating the new Cajun BBQ Sandwich. Amplified using promoted hashtags and held across [Tiktok](#), [Instagram Reels](#), and [Twitter Spaces](#).