



POPEYES


CM Tone/Approach On Social

Links in deck are live




Popeyes' Way

Responding to culture and pushing the brand tone across always on social, in a more catchy, pithy and edgier fashion. We understand that Popeyes' demographic relies heavily on people of color, so it was important to capture the essence of our core fans' everyday lives, experiences, and cultures. I was brought on to fully encapsulate what it meant to be a Flavor Craver in the Popeyes universe.



pattyperanti1
amazing 🍷


10-26 Reply



Popeyes • Creator
no, you're amazing 🍷


10-27 Reply

Hide ^




Caroline Crouch
NOICE, I wanna try

10-24 Reply




Popeyes • Creator
please do! Then tell us how you like it, get fancy, and enter the cointest for a chance to WIN!

10-27 Reply




Xen_op
the blackened truff is fire

10-19 Reply




Popeyes • Creator
soooo fire 🍷🔥

1w ago Reply




ily

10-27 Reply




Popeyes • Creator
🍷🍷🍷

1w ago Reply



pattyperanti1
Go Popeyes, go! 🍷


1d ago Reply



Popeyes • Creator
oh, we goin! And you should go get fancy and enter the contest 🍷


18s ago Reply

Hide ^



Bernadette Mudumbi
Fancy


2d ago Reply



Popeyes • Creator
say it again 🍷

1m ago Reply


Back to top ^



candieseats • I need this sandwich 🍷🍷🍷🍷🍷


4d 2 likes Reply

— Hide replies



Popeyes • @candieseats go get the sandwich 🍷🍷🍷


3m Reply



nickyscarlotta 🔥🔥🔥

4d 2 likes Reply


View replies (1)



nikkimansch • Would get out in the cold and trick or treat for this 🍷


4d Reply

— Hide replies



Popeyes • @nikkimansch yes! we're waiting on it, Nikki 🍷


View insights



Liked by alisonbrodmc and 8,540 others


4 DAYS AGO

Boost post



George.
amazing!


10-24 Reply



Popeyes • Creator
🍷🍷🍷


1w ago Reply

Hide ^




Less is More Second

10-24 Reply



King Cantona First


10-24 Reply



Popeyes • Creator
we see you 🍷


1w ago Reply

View 1 more ^



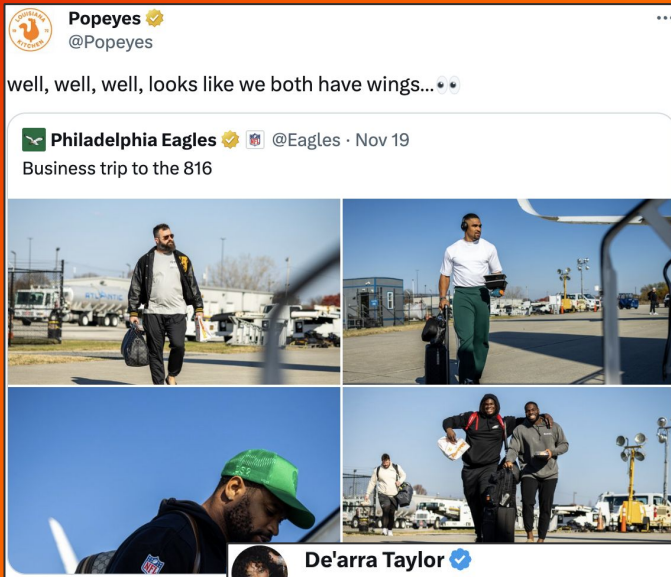
Caden
Hands-down, the best chicken sandwich out there


10-26 Reply



Popeyes • Creator
good lookin' out, Caden 🍷🍷

Back to top ^



Popeyes  @Popeyes
well, well, well, looks like we both have wings...👀

 **Philadelphia Eagles**  @Eagles · Nov 19
Business trip to the 816



De'arra Taylor  @dearra
y'all had the Popeyes sweet & spicy wings? what's the verdict? 🤔🤔🤔
10:29 PM · Oct 16, 2023 · **357.3K** Views
334 376 1.8K 32
Post your reply Reply
Popeyes  @Popeyes · 1s
you gotta try em' for yourself, De'arra...🤔



Popeyes  @Popeyes · Dec 7
she rang and we answered with wings. Lots of wings.
MinajPlaylist  @MinajPlaylist · Dec 6
@Popeyes is now open at Gag City #PinkFriday2 We look forward to yall
1.7K 6.9K 251K



The Chaotic Way

Ok, we've seen my version of Popeyes' "brand-safe", legal-ish, way that brand messaging was positioned. Now, the "less is more" route was our approach with more of fun, edgy, ratchet tone-of-voice. And this WON over Popeyes clients, allowing me even more freedom to roll the dice.



popeyes  2w

we not a fried chicken spot, we just
make fried chicken

59,195 likes Reply

— View all 1977 replies



popeyes  17w

you know, imitation is the sincerest
form of flattery...we chillin' 🤔

44,673 likes Reply

— View all 235 replies



Popeyes 

this might be the BEST reenactment

4-22  70.9K Reply

View 37 replies ▾



Popeyes 
@Popeyes

for one, he prob don't say things like "rizz"

1:27 PM · Mar 4, 2024 · 194K Views

||| View post engagements



17



7



547



9

 **popeyes** 3d
gotta be lowkey sometimes
12,512 likes Reply

Hide all replies

 **picturelola** 3d
@popeyes Popeyes?!
1,349 likes Reply

 **2puffs_diamond23** 3d
@popeyes please come
barbados
109 likes Reply

 **sunshine_wake** 3d
@popeyes the fact yall posted
just made my day
526 likes Reply


 **popeyes** 5w
we all know who wins this...
1,327 likes Reply

Hide all replies


 **natelo98** 5w
@popeyes Talk yo talk then
171 likes Reply


 **popeyes** 5w
@natelo98 always will
67 likes Reply


 **ios_bucket** 5w
@natelo98 Popeyes will
always be
20 likes Reply

 **popeyes** 6w
"Looove that chicken from Popeyes"
6,346 likes Reply

Hide all replies

 **zutaxrose** 6w
@popeyes hell yeq
43 likes Reply

 **loganobryan02** 6w
@popeyes How much for
some of dem wings?
47 likes Reply

 **beleavingu** 6w
@popeyes that is amazing
23 likes Reply

 **popeyes** 8w
the perfect ending...if you get
wings after
4,707 likes Reply

Hide all replies

 **jadmolga** 8w
@popeyes
47 likes Reply

 **theradiokid** 8w
@popeyes We U, Popeye's!
49 likes Reply




 **popeyes** 8w
@theradiokid luv y'all too
123 likes Reply

 **Popeyes**
what's poppin'
1-4 2650 Reply

 **kate** · Creator
LOVE THAT CHICKEN FROM POPEYES
1-4 386 Reply



 **Popeyes**
lil light jog out was
2d ago 8344 Reply

View 37 replies




 **popeyes**  10h
she made the right choice, forreal 

15 likes Reply

— Hide all replies

 **katniawatkins** 9h
@popeyes that 6pc was there for me at a pivotal moment in my life 

7 likes Reply

 **popeyes**  16s
@katniawatkins glad I could help 

Reply

 **Chris**
"We're Popeyes. You're going to have to fight for your chicken sandwich."

21h ago Reply

 **Popeyes**  · **Creator**
hey, hey, we're makin' the jokes 

15h ago Reply

 **pattypieranti1**


15h ago Reply

 **popeyes**  1w
We're more of a third date vibe  

7,129 likes Reply ...

— View all 60 replies

 **popeyes**  5d
ate and left no crumbs...sorta 






2,670 likes Reply ...


— View all 22 replies


 **popeyes**  19w
somebody get them a bev

371 likes Reply

— View all 8 replies

 **Popeyes** 
ugh, the combo that we love   come on wit it, Dre! 

10-30  4225 Reply

View 69 replies 

RetiredGuy999 
 @RGuy999

The **@Popeyes** Cajun Turkey was really good! I will get it again. 🐔



thecajunfix.popeyes.com
Popeyes Cajun-Style Turkey
Cajun-Style Turkey. Let us do the work so you don't have to.
Get your Holiday Turkey delivered to your door for a limite...

8:51 PM · Nov 23, 2023 · 67 Views

2 1

Post your reply **Reply**

Popeyes  @Popeyes · Now
you made the right choice, tbh

Popeyes 
 ngl, you bit the cluck out them wings 🍗 anyway, glad we saw this 😂🔥

1d ago 61 Reply

View 3 replies

 **المك**
 @Chris_2x


S/O to **@Popeyes** for the turkey. Y'all niggas went hard ¹⁰⁰

12:50 AM · Nov 24, 2023 · 16 Views


1 1


Post your reply **Reply**


Popeyes  @Popeyes · Now
the hardest ¹⁰⁰


Popeyes 
 nah, I read it that way too tbh 🤔


1w ago 168 Reply


 **Bailey**
girl, not popeyes
1d ago 4 Reply


 **Patrick · Creator**
LOL
1d ago 2 Reply

 **Hayden**
Chic fil a definitely didn't 🤔
3d ago 5 Reply


 **crystal O**
Ariana what are you doing here 🤔
3d ago 2 Reply

 **r**
🤔
4d ago 0 Reply


 **Pico_GD**
Hi👍
4d ago 0 Reply

Popeyes 
 @Popeyes

glad I could help

 **AP** @_Pasillas_ · Nov 22
@Popeyes just made my night

Choose up to 1 flavors. Tap info for more details. 6 of 6 wings

 **Sweet 'N Spicy**
910 Cal | 🔥🔥🔥

6 Wings
















11:50 AM · Nov 22, 2023 · 24K Views



145 48 301 3

Post your reply **Reply**

Popeyes  @Popeyes · Nov 22
ngl, this is cluckin' wild...

 **Popeyes**  what a glowing endorsement 
5d ago  18 Reply




 **Mazii Mone't** · **Creator**
Screaminggggg I love you [@Popeyes](#) 
5d ago  6 Reply





 **popeyes**  9w
nah, I thought the same thing forreal 
18,169 likes Reply
[View all 150 replies](#)

 **Popeyes**  [@Popeyes](#) · 13s
love! did y'all have everybody on mute...?


 **Force Multiplier** [@EarnestCarter](#) · 5h
[@beyonce](#) inspired by Renaissance Turkey by [@Popeyes](#)
[#thanksgiving](#)  [#RENAISSANCEWorldTour](#) [#RenaissanceFilm](#)
[#RENAISSANCETHEFILM](#) [#Beyonce](#) [@beyoncespotifys](#)



 **Popeyes**  jeez, slow down, the wings ain't flying anywhere lol 
5d ago Reply 5

 **lifeguardbob** · **Creator**
Ima buy em all atp just sell me da secret recipe  
5d ago Reply  3



popeyes  1w
yo...stop playin' with us, you already know 🙄

8,631 likes Reply

— View all 456 replies




Popeyes 
you know...this my type of picnic forreal

2d ago  1265 Reply

View 5 replies ▾




Popeyes 
bro is up on the clouds, looking down upon us 🌩️

3-31  10.7K Reply

View 88 replies ▾



Popeyes 
you still love us tho, Mieishea

3-25  3266 Reply



Airra Beara 
Sponsor her!!😭

3-25  206 Reply



~Jovanika 
AHHH u big back what u doing here😭!!

3d ago  1 Reply



Airra Beara 
😭😭Tehehhee

3d ago  0 Reply



OFFICIAL ARK - Spam Shake ARK 🗡️
Love that Chikem from Popeyessssss

3-25  60 Reply




I'm screaming😭😭😭😭😭😭😭😭😭😭

3-27  30 Reply



just.a.yfn
👁️👁️👁️



Popeyes ✓

that cartoon ahh crunch 🤡 luv ya Kie

5-7 ❤️ 5571 Reply



Kie 🐱 • Creator



5-7 ❤️ 515 Reply



AquaKissez

Ok nie! Who's running the Popeyes TikTok 🤔🤔

5-7 ❤️ 1518 Reply



JoderPerras ConseguirDinero

😂😂 Right

5-7 ❤️ 76 Reply

View 82 more ▾



Popeyes ✓

this might be the BEST reenactment

4-22 ❤️ 62.1K Reply

View 34 replies ▾



Popeyes ✓

yesss! keep going, Sam 💪 we're rooting for you ❤️

5-1 ❤️ 10.5K Reply

View 37 replies ▾



Popeyes ✓

now, Kie...enough is truly ENOUGH 🙄 with that cartoon ahh crunch 🤡

4d ago ❤️ 8881 Reply

View 186 replies ▾



popeyes ⚙️ 14w

sharing is caring 🤝 a win is a win

17,972 likes Reply

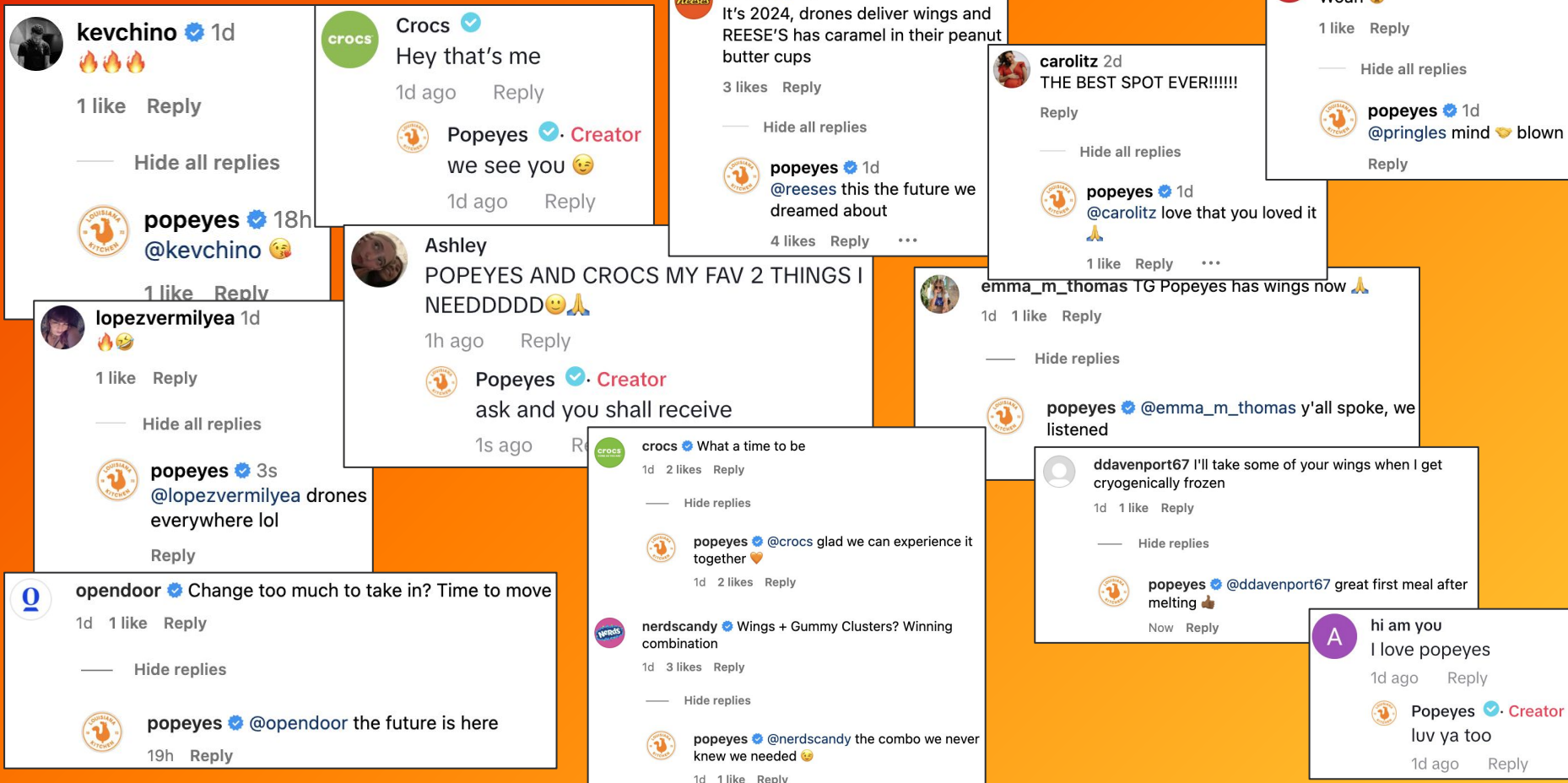
View all 57 replies



Super Bowl LVIII

The best real-time CM moments from the Super Bowl LVIII, all ideated, crafted and lead by yours truly. By the way, just a friendly reminder that this is my **SECOND** time carrying a Super Bowl commercial.

Super Bowl CM



Super Bowl CM

PRE-GAME USHER ALBUM DROP

INSIGHT:

Usher's new album just dropped. There is a lot of peachy action.

IDEA:

🍑💛🍷 ... Thinking we should have a peach flavor. It just kind of came to us out of nowhere...



Popeyes
@popeyes



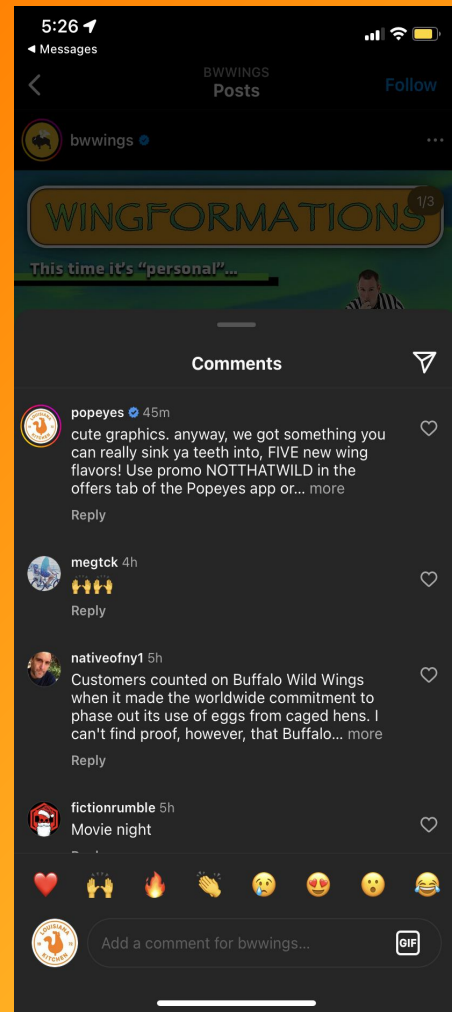
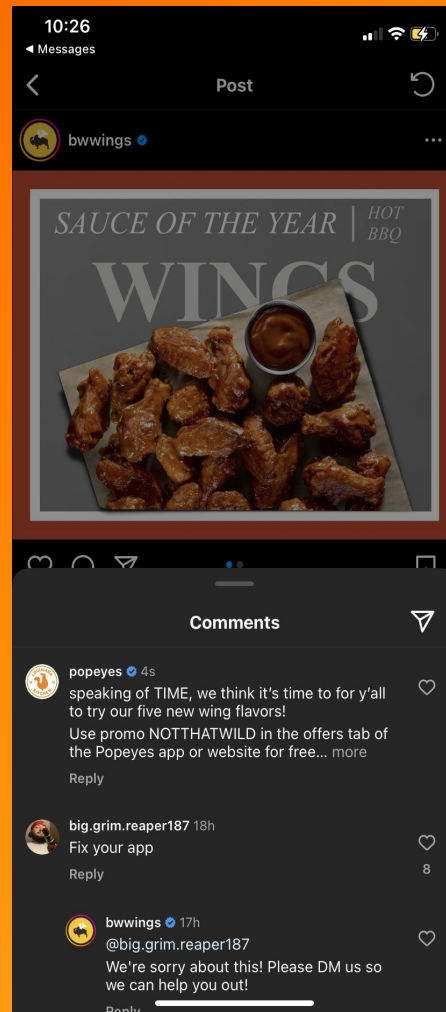
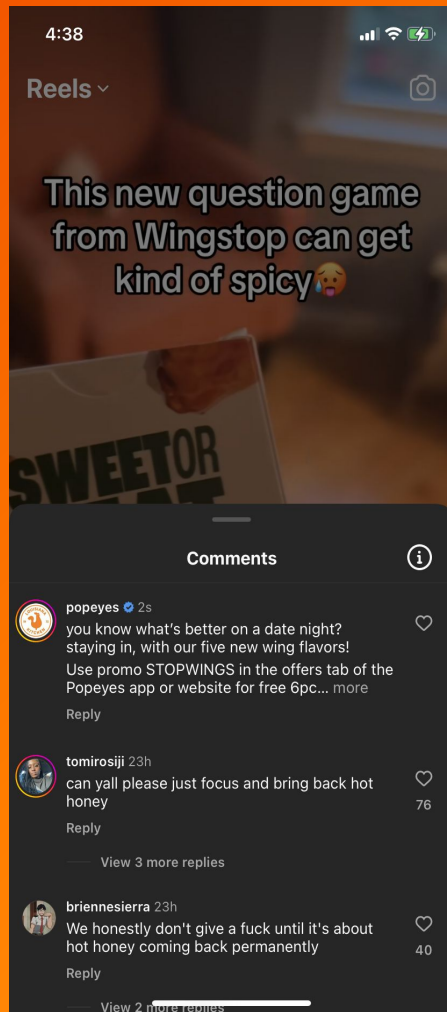
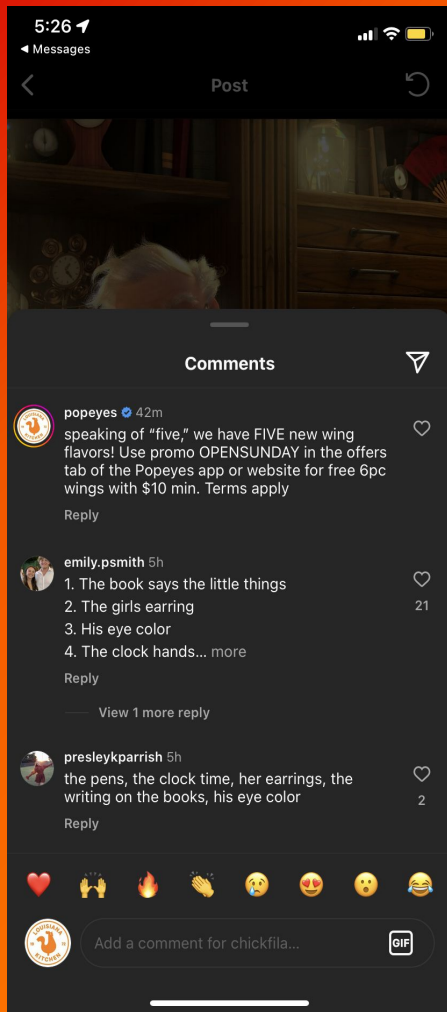
Thinking we should have a peach flavor. It just kind of came to us out of nowhere...





Wing Blitz & DISScounts

Our competitors continue to push the envelope. We needed to be a conquering voice in the QSR space. The “Wing Blitz” and “DISScounts” were aggressive approaches used to poke fun and engage with out competitors, regarding the “best wing” placements. We clearly lead in that category.





popeyes Original audio

popeyes We have FIVE new reasons to STOP for wings. It's on the sign. Use promo code STOPWINGS in the offers tab of the Popeyes app or website for free 6pc wings with \$10 min. Order here: <https://unzb4.app.link/H3RHuQ49uFb> Terms apply: <https://www.popeyes.com/offer-terms>

6w

scarletoverthevioletrose Im sorry but after seeing a item on yall menu in ny for \$93 dollars yall lost me

6w 3 likes Reply

bim.burger

6w 1 like Reply

hemi_convoy Please don't make me chose. I love both.

6w 3 likes Reply

View replies (1)

View insights



859 likes

December 14, 2023



popeyes This is a sign...to get wings. No, literally. Use promo code NOTTHATWILD in the offers tab of the Popeyes app or website for free 6pc wings with \$10 min. Terms apply <https://www.popeyes.com/offer-terms>.

7w



acsmart Everyone loves that chicken from Popeyes!! And now y'all have wings?!? 🤔

7w 5 likes Reply

View replies (1)



monge_pt5 I love you Popeyes ❤️

7w Reply

View replies (1)



giselelav_ Is this available in canada??

7w Reply

View insights



2,328 likes

December 6, 2023

Boost pos



Popeyes ✓

everyone has a podcast these days 🤖 anyway, we have FIVE new wing flavors!

14m ago ❤️ 5 Reply



Popeyes ✓

Use promo NOTTHATWILD in the offers tab of the Popeyes app or website for free 6pc wings with \$10 min. Terms apply

13m ago ❤️ 5 Reply



pattypieranti1

WILD 🤖

8m ago ❤️ 1 Reply



popeyes ✓ This is a sign...to get wings. No, literally. Use promo code NOTTHATWILD in the offers tab of the Popeyes app or website for free 6pc wings with \$10 min. Terms apply <https://www.popeyes.com/offer-terms>.

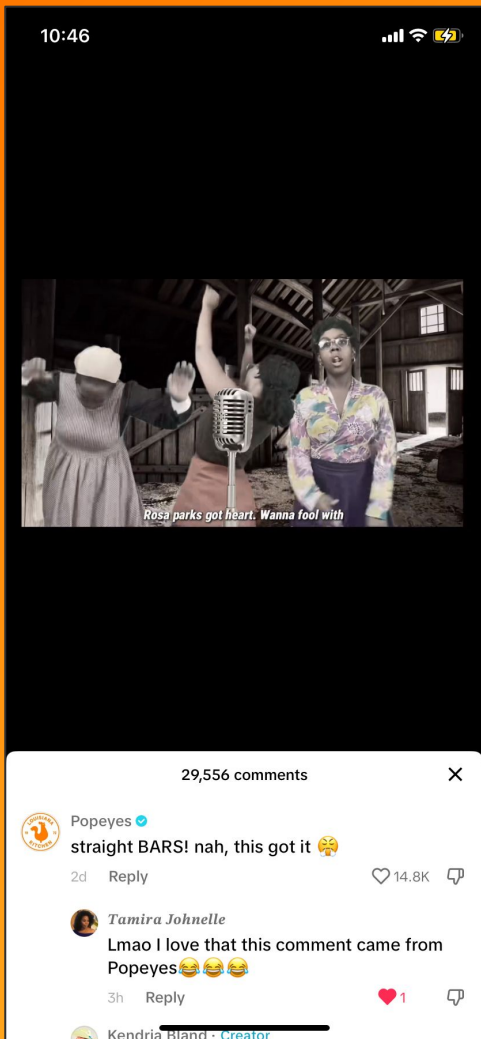
4d



**Y'all want unhinged?
Fine.**

Black History Month Freestyle

Engaging with TikToker Kendria Bland's uproarious video celebrating Black History Month icons was a rollercoaster of emotions for my Popeyes team. Kendria's wit and humor shone through as she brilliantly highlighted the achievements of historical figures, infusing the tribute with her signature comedic flair. Despite the initial hesitation from my colleagues about commenting, I took the plunge and left a witty response that resonated with the audience. Much to everyone's surprise, my comment went viral on her page, triggering a wave of laughter, sparking a lively discussion among fans, and became the most-liked comment on the video. The risk paid off, as our engagement soared, forming a connection with the TikTok community and showcasing our team's ability to embrace humor while celebrating meaningful occasions. Kendria's video not only became a source of laughter but also a testament to the power of genuine engagement in fostering positive connections with diverse audiences.



12:35



29,068 comments



- henny
Nah Popeyes quoting bars is wild funny 🤪
38m Reply 1
- Kendria Bland · Creator
Now Popeyes 🤔🤔
1d Reply 7,808
- B.U.D.D.Y ▶ Kendria Bland
🤔🤔🤔
1d Reply 215
- d ▶ Kendria Bland
they know there demographic for real 🤔
1d Reply 925
- deofolks ▶ d
They op 🤔
1d Reply 174
- Marcus 🤔 ▶ Kendria Bland
They know who they audience is
1d Reply 100



Replying to henny



9:20



23,414 comments



- That pretty mf
I just ate y'all ong 🤔🤔
8h Reply 1
- D.skel3233
Popeyes commenting is crazy 🤔🤔🤔🤔
8h Reply 1
- View 24 more Hide
- Zaya
Put this on Spotify, immediately! 🔥🔥🔥 I need
a full album from Big Tubman 🤔
1d Reply 55.7K
- View 66 replies
- Director of Pharmacy
Tubman verses always the hardesttttt no matter
who she on the track with 🤔🤔🤔🔥🤔🤔🤔
1d Reply 15.8K
- View 11 replies



E



9:19



23,414 comments



- tara
THIS IS SO FUNNY MAN
6h Reply 1
- All hail Matthewgraygublar
@maxearl8 Popeyes 🤔
6h Reply
- Evelin Quintero
🤔🤔🤔
6h Reply
- Your Missing Side Tooth
Now why are you here chile... 🤔🤔
6h Reply 1
- ★ ▶ Kaled
Man
7h Reply 1
- monie
go away pls
7h Reply



E



9:19



23,414 comments



- figueroth
the popeyes engagement 🤔🤔🤔
5h Reply 1
- Tacoflavorkisses
Can I get free Popeyes for life if I get a
tattoo of a chicken sandwich on my ankle
5h Reply
- Ndip Faith
Ariana why are you doing 🤔
5h Reply 1
- Emi ❤️ ▶ marii ❤️
look at the vid
4h Reply
- View 42 more Hide
- Zaya
Put this on Spotify, immediately! 🔥🔥🔥 I need
a full album from Big Tubman 🤔
1d Reply 55.7K



Add comment...



9:18

LTE



23,414 comments



Amanuel.The.King.Bear(ATKB)

You showing up for your biggest customers



3h Reply



Madison Tyson

POPEYES U KNOW WHAT U DID HERE 🤔🤔

4h Reply



zia

@Jonah

4h Reply



jessicatherine7

@littleE Imaao

4h Reply



actysan

@L.c

4h Reply



CAN I GET A FREE SPICY CHICKEN SAND WHICH



Add comment...



9:18

LTE



23,414 comments



Spaghetti Addict

Ain't no way 🤔

2h Reply



JackHibby

@k.

2h Reply



UniversalPoison

Not even the Colonel is eating like Big Tubman

2h Reply



Nay Nay

Can i get a free 12 ghost pepper wing fresh with some blackened ranch and a side if dirty rice with a strawberry lemonade ?

2h Reply



— View 51 more

Hide



Zaya

Put this on Spotify, immediately! 🔥🔥🔥 I need



Add comment...



9:19

LTE



23,414 comments



Shay F.

POPEYES 🤔

5h Reply



[LaughingwithTears]

@gee

5h Reply



maren / chaka

They know they audience 🤔🙏

5h Reply



navi

This crazy

6h Reply



- tara

THIS IS SO FUNNY MAN

6h Reply



All hail Matthewgraygublar

@maxearl8 Popeyes 🤔

6h Reply



E



9:17

LTE



23,414 comments



Vanie

Big facts 🤔🤔🤔

1h Reply



Happy in olathe

@karson HELP?

3h Reply



karson Happy in olathe

wtf is this 🤔

2h Reply



byoung__07

Lmfaaaaoooo @Tati Anna when u forget ur at work 🤔🤔🤔🤔🤔🤔🤔🤔

3h Reply



Qui Qui !!!

Get your ass out here Popeyes 🤔🤔🤔🤔 let me get some wings for the free though 🤔

4h Reply



— View 63 more

Hide



Add comment...



9:16

LTE



23,414 comments



@Dayton Winter @Sweetpablo
@Ronaldo777 @Madd nah popeyes
commenting is wild

10h Reply

15



Sweetpablo ▶ Neo?????
well we'll well

9h Reply

7



kapri ▶ Neo?????
@jo

8h Reply

1



jo ▶ kapri
They knew what they was doing

8h Reply

11



kapri ▶ jo
LIKE BRO GEY OUT OF HERE

8h Reply

5



jojo
nah popeyes commenting on this shi got it



Add comment...



9:11

LTE



All activity



Soul_less

liked your comment. 5m



Shawn Kills The Enemy

commented: Well well well... 11m



Italy.

replied to your comment: 13m



Hailey

liked your video. 15m



Addy

replied to your comment: Popeyes is crazyyyy 19m



.

mentioned you in photos. 19m



Seu

replied to your comment: Log out for me 23m



lexiis

liked your comment. 24m



Jake.

mentioned you in a comment:
@Popeyes @Popeyes Louisiana
Kitchen one more time cause they

2:15

LTE



All activity



Kayla Seward

replied to your comment: while
you're here I gotta question bout
them new wingssss 3h

jojo

replied to your comment: nah
popeyes commenting on this shi got
it 4h

Ashleyyy

liked your comment. 4h

Gorgeouslyhuman93, Vic and
heiab

liked your comment. 4h



Dookie, and 1820 others

liked your comment. 4h



giselle

liked your comment. 4h



BCH Jake

added your video to Favorites. 4h



Ty and Alyssa

liked your comment. 5h



savvy and Pampoi