

**SUBJECT:**

“Little Hotties,” Nando’s Snack Range Campaign

**BACKGROUND:**

Off the back of an insight that 44% of people in Australia who head out and about do so on a ‘snacking mission,’ and to capitalise on a new category, Nando’s have launched our first foray into the snacking category, a mini burger and mini pita. Together these items will constitute the Nando’s “Snack Range.” Strategically, the 3pm – 5pm day part is where we see a biggest opportunity for the snack range. Typically our restaurants are busiest at lunch and dinner but they are open and have staff on between 3 and 5pm. It is another sales driving opportunity that we have not previously capitalised upon.

**THE TARGET:**

- People on the run who have missed lunch and don’t want to spoil dinner,
- People who are still hungry between lunch and dinner.
- A portion of the female market who don’t want a big meal.
- Kids after school snack.
- Good alternative to the sushi roll.

(As per Roy Morgan audience profile & Appendix 2 for aspirational/ideal audience profile)

- Bullseye: 20-29 year olds.
- Young Optimists, Socially Aware, and Look at Me (in Roy Morgan terms)
- Index heavily on eating out and takeaway.
- Always out and about.
- Singles and couples.
- Entertainment and friends are a high priority.
- Brand loyal but open to trying new things and experiences.

**CAMPAIGN IDEA: “Little Hotties”**

Given the two key features of this new product are that they are mini and feature our signature Peri-Peri sauce we arrived at the creative articulation: “Little Hotties.”

**THE MARKETING ACTIVITY:**

The campaign launched 1 June with Nova radio nationally, outdoor placements nationally, online, in-store posters and more.

**OUTDOOR AND POS CREATIVE: NB. Online banners an adapt of below.**



## **NATIONAL RADIO**

### **Radio Schedule**

30 second commercials went to air 1 June 2011 nationally on Nova. Radio spots will feature heavily in key snacking period 3 – 5pm on a number of leading radio programs across the country.

## **OUTDOOR**

Given the intrinsic link between snacking and 'out and about,' outdoor was the obvious media choice for this campaign. The outdoor panels will feature heavily in the vicinity of Nando's stores & education campuses.

## **IN STORE – POINT OF SALE**

Each store nationally currently features the following:

- A2 Campaign Posters
- A4 Till talker
- Postcards

## **SOCIAL MEDIA**

Advertising on :

- Google Search Network, including Maps.
- Google Videos
- Google network (banners on sites such as eatability.com.au, style.com, tnz.com)
- Facebook Sponsored Ads
- Facebook Sponsored Stories
- YouTube
- Foursquare

## **ADDITIONAL RADIO WITH AUSTereo:**

As of June 20, we are further promoting the snack campaign through radio live reads and 15 second spots on the Austereo network, the ads drive people either directly in store or online to our microsite for more detail about the products and where they can download a Buy One Get One FREE snack item voucher.

## LITTLE HOTTIES – DEDICATED MICROSITE (SCREEN GRABS)



### **MICROSITE**

From the home page you can check out little hotties (product info) and access the downloadable voucher. On the voucher page, visitors will need to enter their name, postcode, mobile number and email address. Once they click on the “Get my voucher” button, a thank you page will appear advising them that the voucher will be emailed to them. The page will also display the Nando’s restaurant that is closest to their postcode. They will also be able to tell a friend about it using a simple “refer to a friend” process, which will send an email to a recipient. They will need to print the voucher and use it within 7 days of the download.

### **VOUCHER: Buy One Get One Free Snack Item Voucher**

As with previous new product launches, there will be a buy one get one free voucher associated with the launch of the Snack range to generate trial and sales. Customers will download the voucher which will be available on the microsite.

### **VOUCHER**

