

Monthly Musings



courtesy of Fletcher Consulting

500 Grapevine Hwy. • Suite 362
Hurst, TX 76054
(817) 205-2334 • Fax (817) 796-2087
Email: john@thefletch.org

Get **Linked in** with John at:
www.linkedin.com/in/johnfletcherpr
Read John's blog on
www.thefletch.org

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SMART ENGAGEMENT:

Cowboys, AT&T AR Photo Booth

Dallas Cowboys fans at AT&T Stadium in Arlington are enthusiastic about the opportunity to snag a souvenir photo alongside a handful of their favorite players—all thanks to the new [augmented reality \(AR\) photo kiosk](#).

VR Scout reports that the “Pose with the Pros” experience launched with the season opener against the New York Giants. The touchscreen interface allows fans to cycle through a handful of the most popular and recognizable Cowboys players who then “pose” side-by-side with the fans.

... snag a souvenir photo alongside their favorite players

The players include quarterback Dak Prescott, running back Ezekiel Elliott, wide receivers Amari Cooper and Randall Cob, center Travis Frederick, right guard Zack Martin, and linebackers Jaylon Smith and Leighton Vander Esch.

Once five players are selected, the screen goes into selfie mode and instructs the fans where to stand. The selected Cowboys players then seem to casually walk into the frame as if they had been waiting off-camera the entire time.

The players included quarterback Zak Prescott, Ezekiel Elliott...

Their digital images strike a pose, leaving just enough room at the center for the fans, who can then enter their information to share the newly captured group photo with friends and family on social media.

The AR photo booth experience is presented by AT&T and is not the company's only 5G content being offered at the stadium. Other AR features viewable through Galaxy S10 5G devices are located throughout AT&T Stadium:

- Several 36-foot tall 3D captures of various players towering over AT&T Plaza
- 3D animations of famous touchdown dances
- Live game data presented in AR



AT&T's chief marketing officer reports that the stadium provides them the opportunity to bring 5G technology to one of the largest, most technologically advanced entertainment venues in the world.

Through their efforts at the stadium, AT&T has successfully combined two emerging technologies—AR and 5G—with their brand.

The five selected Cowboys appear to casually walk into the frame...

SMART PROMOTION:

Food Crazes Over the Years

Popeyes Louisiana Kitchen created the latest—but certainly not the first—food craze. Restaurant operators constantly think of ways to earn free media while tempting and tantalizing customers to walk through their doors and drive up to their drive-through windows.

Some of the cleverest have been:

- 2000: Cupcakes. Carrie Bradshaw ate a cupcake from Magnolia Bakery on “[Sex and the City](#)” and launched a national obsession for cupcakes that led to a wave of new businesses that included Gigi's Cupcakes, Smallcakes and many more specialty bakeries.
- 1916: Nathan's Hot Dogs: Hot dogs weren't all that famous until Nathan Handwerker started selling 5¢ dogs at his Nathan's Famous stand on Coney Island. The company's annual [4th of July Hot Dog Eating Contest](#) is highlighted on virtually every TV station's newscasts that evening.
- 2008: Pizza Hut provided pizza for the [International Space Station](#), cheekily claiming to complete “the first, the fastest and the farthest pizza delivery ever.” Their goal was to “boldly go where no pizza has ever gone before.” Pizza Hut even affixed its logo to



John Fletcher is a recognized authority on the subject of effective communications. He is available for speech-crafting, public speaking engagements and consulting on a project basis.

the Russian spaceship that carried the pizzas into space. What a brilliant move!

- 1976: The Big Mac jingle (“Two all-beef patties, special sauce, lettuce, cheese ...”) that McDonald’s had recently launched was so popular that they made an offer: [Sing for your meal!](#) Anyone who could sing the jingle with its regular lyrics won a Coke, and anyone who could sing the jingle backwards (“Buns seed sesame, a on ...”) won a Big Mac.
- 19th century oyster carts filled the streets of Manhattan, thanks to the plentiful supply of the mollusks in New York Harbor.

SMART MARKETING:

Popeyes vs. Chick-fil-A and Wendy’s

Popeyes and Chick-fil-A launched [The Great Chicken Sandwich War of 2019](#) in mid-August. Popeyes instigated the fight of the feathers by announcing its new sandwich on social media and stated it was a tastier treat than Chick-fil-A’s venerable chicken sandwich.

Chick-fil-A responded on Twitter: “Bun + Chicken + Pickles = all the love for the original.” Wendy’s then recognized the opportunity for free publicity and—fittingly, given their social media persona—added a smart and snarky retort: *Y’all out here fighting about which of these fools has the second-best chicken sandwich!*

Others chimed in as well: McDonald’s was late to the party with its new spicy barbeque chicken sandwich, and Buffalo Wild Wings introduced two chicken sandwiches.

Popeyes claimed that the customer response was so massive that it ran out of buns and, later, ran out of chicken fillets entirely. Lines wrapped



around stores, and some customers waited hours for sandwiches.

One marketing expert claimed the publicity nationwide had generated over \$100 million in media value in its first week—even before a TV campaign had begun.

Check out these genius moments that any marketer would love:

- One Dallas man placed an ad on Facebook selling a Popeyes chicken sandwich for \$32.
- A Tennessee man who spent “countless time driving” from one Popeyes to another is suing the chain after he was left hungry. He said, “I can’t get happy. I have this sandwich on my mind. I can’t think straight. It just consumes you.” He is suing Popeyes for \$5,000.

Here are some insights that will help to put this information into perspective:

1. Restaurants plan their menu calendar at least a year in advance, so none of these chains rushed a new sandwich to market

as a quick response. They may have chosen to use social media to promote their chicken products more than usual, but they did not suddenly decide to order lots of chicken.

2. The supply chain for these featured items is scheduled months in advance, which reinforces that no competitor could suddenly double its supply of chicken. A certain increase is feasible, but not a massive amount.

3. Here’s the shocker about the outage: **Popeyes may have anticipated the demand and created their own shortage of chicken** to live off of the publicity and customer influx until the next supply of chicken fillets arrived. They understand very well that simply posting the return of the product on social media will create another wave of hungry and eager customers.

4. **PROOF OF THE ABOVE:** Popeyes had BYOB (Bring Your Own Bun) cardboard containers made and placed in their restaurants in very short order. They couldn’t have created these overnight, complete with graphics, so this coordinated “emergency immediate response” gives credence to the concept that the chicken shortage was very much intentional. Popeyes created the BYOB campaign that invited customers to bring their own bread and Popeyes would serve chicken tenders and a pickle so they could still enjoy the taste of a modified chicken sandwich.

It appears that Popeyes pulled a stunt that tops even the much discussed (and somewhat controversial) iHOP/iHOB campaign from last year. Congratulations, Popeyes, for a clever campaign!

THE Tiebreaker

No Mirrors at Disney World

The Imagineers at Walt Disney World never miss a trick, and you’ll never be able to say, “Mirror, mirror on the wall, who’s the fairest of them all?” to your reflection above the sink in the restrooms.

Because there IS no mirror.

Fox News reports that Disney wants you moving in and out as quickly as possible, and the sink mirror becomes a bottleneck where people stop to check their appearance before leaving. So, no mirror.

There IS a full-length mirror on the door as you prepare to leave. So why there? The writer gives two reasons:



1. The mirror helps to reduce incidents of vandalism because it reflects action in the entire open space that cannot be monitored by cameras.

2. Having the mirror on the door prevents people from holding up the line at the sink as they check their hair, makeup or sunscreen.

And here is my third reason: Disney does not want you to look at yourself and think, *“Perhaps I really don’t need that popcorn, nachos and extra soft drink today.”* If those mirrors were slightly convex—tilting inward from the edges—would they make us look 5 to 10 pounds thinner instead?

