

### Background

- Nando's launched a second phase of their 'This is PERi-PERi' campaign designed to reaffirm and increase brand ownership and understanding of the PERi-PERi chilli.

### Idea

- The 60" ad followed the journey of the famous chilli in Mozambique, Southern Africa: from being picked in the farm to being cooked on the braai at a beach party. It is a celebration of the spirit, care and origin behind the unique Nando's flavour and showcases the amazing Southern African culture that is evident in all Nando's restaurants.

### Plan

- Primarily, Nando's used cinema due to its natural ability to tell stories and help shift important brand equity metrics in an environment where the audience is highly engaged and captive. The creative contained no dialogue, relying on its bold visuals and upbeat music to communicate the emotive message. Therefore cinema – with its attentive audiences – was an essential part of the media mix to showcase the content.
- Nando's ran a 60" copy in cinema, supported by OOH, Video on Demand, Mobile and Social.
- Nando's bought into a Youth AGP ensuring the creative ran across a range of titles in cinema including *Thor: Ragnarok*, *Jigsaw* and *A Bad Moms Christmas*, each over indexing for the primary target 18-34 audience.

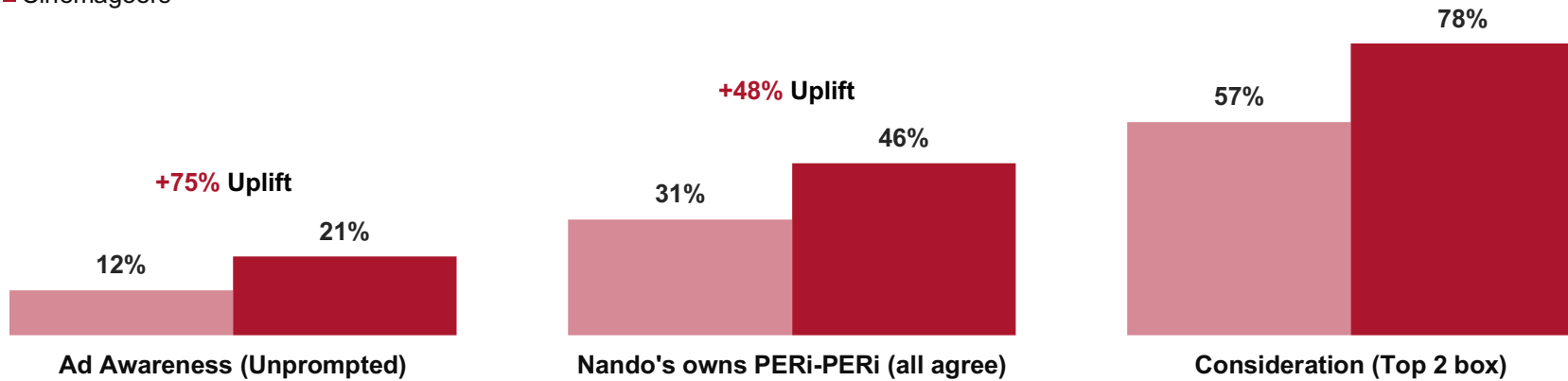


### Campaign Details

<b>Sector</b>	Restaurant
<b>Target Audience</b>	18-34 Adults
<b>Package</b>	Youth AGP
<b>Media Agency</b>	Havas Media
<b>Creative Agency</b>	AYS
<b>Duration</b>	60"

## Results

■ Control ■ Cinemagoers



### Uplift in unprompted comms awareness:

Cinema exposed are **75% more likely** to be **aware of Nando's** advertising vs. control (no exposure in cinema)

Cinema exposed = 21%, Control = 12%



### Driving key perceptions further:

Those exposed to the cinema activity are **48% more likely** to agree that 'Nando's owns PERi-PERi' and **82% more likely** to agree 'Nando's is a Southern African brand' vs. control

All agree: Cinema exposed = 46%, Control = 31%  
All agree: Cinema exposed = 40%, Control = 22%



### Uplift in consideration:

Those exposed to the cinema activity are **37% more likely to consider** going to Nando's for a meal with family or friends vs. control

Top 2 box consideration: Cinema exposed = 78%, Control = 57%

## Summary

Using cinema enabled Nando's to successfully tell their story by **driving campaign cut through, landing key brand messages** (ownership of PERi-PERi and Southern African heritage) and ultimately **increasing brand consideration**.

