

**Nando's March Billboard**

Prepared for Nando's  
February 2004



## THE CURRENT SITUATION

As you know, Nando's has had the following 'summer' billboard up in Auckland for the last three months:

DON'T GET BURNT THIS SUMMER, GET FLAME-GRILLED.

With the relevance of the summer message now coming to a swift end (it is New Zealand) we have procured a high profile site taking in traffic entering the city from the southern motorway system in Auckland.

As we have always maintained, a long term site rental allows us to keep currency of message and change tack when we need to - a great advantage for a brand renowned for its social commentary.

So, mechanics aside, what's been happening in good old New Zealand? Well, if you thought Pauline Hanson stirred things up in Queensland, you ain't seen nothing yet. New Zealanders have come out swinging over race issues in New Zealand thanks to an old friend of Nando's, Don Brash. (You might remember him from our world cup billboard.)

Brash's platform of 'One standard of Citizenship for all New Zealanders' has certainly got people politicised (if not slightly agitated in some corners.) And with so much talk about these issues in the country at the moment, we thought it would be the best time to remind our customers that Nando's is not only willing to tell it how it is , it is also the place to go if you want chicken.

How? Turn the page and find out!



One standard of  
Chicken for all  
New Zealanders.

 **Nando's**

It's all about taste

Portuguese flame-grilled chicken



## WHY DOES THIS WORK FOR US?

So why do we think this message will work for us?

Firstly, Nando's has stayed away from the race card in New Zealand over the last year and rightly so. However we have been careful to ensure this creative doesn't take the mickey out of any race or any one person. Rather it is just a pun of the current issue facing the nation and people are in need of a good laugh to lighten the mood.

Secondly, we're not taking sides! All we're saying is that everyone is welcome at Nando's - after all it's one standard of chicken for all New Zealanders!

We cover our key message. Nando's = Chicken. As simple as that. Not only do we do chicken but we are positioning our chicken as the standard by which all others are measured.

We can keep our taste message. With the summer bus campaign still out and about on the streets, this creative gives us a chance to consolidate our strap line "It's all about taste" without detracting from the creative message.

As you can see, 'Afro-portuguese' has been replaced by simply 'Portuguese' as per the discussions with Nando's.

Relevance, humour, cheekiness and product. We think it's a winning combination.