



Popeyes® says “This is also Popeyes®” in new commercial!

Popeyes®, the most delicious form of chicken, shines with its brand new and lively commercial. In the Popeyes® commercial, we watch the persons who really enjoy the true flavors among dozens eating their meals and not surprisingly, we see that they are all eating Popeyes®.

Popeyes®, a franchise of Turkey’s leading quick service restaurant chain TAB Gıda, hit the screens with its brand new commercial. The commercial that glued flavor fans to the screens, has spotlights shining on people who find the flavor, that’s when background vocals come in and things that make mealtime a delight appear to us one by one.

Standing out with its “**This is also Popeyes®**” slogan, the commercial emphasizes the spectacular golden standard that is present in every Popeyes® and gives the message that Popeyes® products are ‘not just to get a taste, but to eat to the full’. And it looks like the expression “jolly, not gloomy chicken” at the end of the commercial will be talked about for quite some time. The new Popeyes commercial, which is almost like a musical, bears the signature of Havas Istanbul and was produced by Hokus Film.

Link to commercial:

https://www.youtube.com/watch?v=x42LT1Z2wSU&ab_channel=PopeyesTurkiye

Masthead:

Campaign name: Bu Da (This is Also) Popeyes®

Brand: Popeyes®

Masthead:

Advertiser: Popeyes

Advertiser Executives: Sinan Ünal, Caner Alpaslan, Elif Müftüođlu, Atahan Ően, İlayda Őenöz

Advertising Agency: Havas İstanbul

CCO: Ergin Binyıldız

ECD: Volkan Dalkılıç

Strategic Director: Canan Pehlivanođlu Öke

Creative Team: Umut Karacaođlu, Çađatay Can, Ümit Açıkdilli, Ekin Urcan, Baran Karacaođlu, Öyküm Avadan

Customer Relations Director: Yađmur Erengöl

Customer Relations: Özge Asan Dereçayır, Ece Özmet İşsever, Ozan Tolin

Graphics Team: Hasan Yıldırım, Canberk Arslanođlu

Digital Group Director: Zihni Başsaray

Digital Content Writer: İdil Altunışık

Social Media Team: Burcu Küçük, Betül Güneş

Production Team: Sıla Salgın, İdil Yalçınöz, İrem Akalın

Production Company: Hokus

Producer: Eyüp Kırbaş

Director: Ferit Katipođlu

Editing: Cem Őimşek

Post Production: Roots

Original Music: Barber Of Seville

Musical Arrangement: 3K1A Music

Media Agency: MG Media

PR Agency: Ünite Edelman, Medyaevi İletişim Danışmanlığı