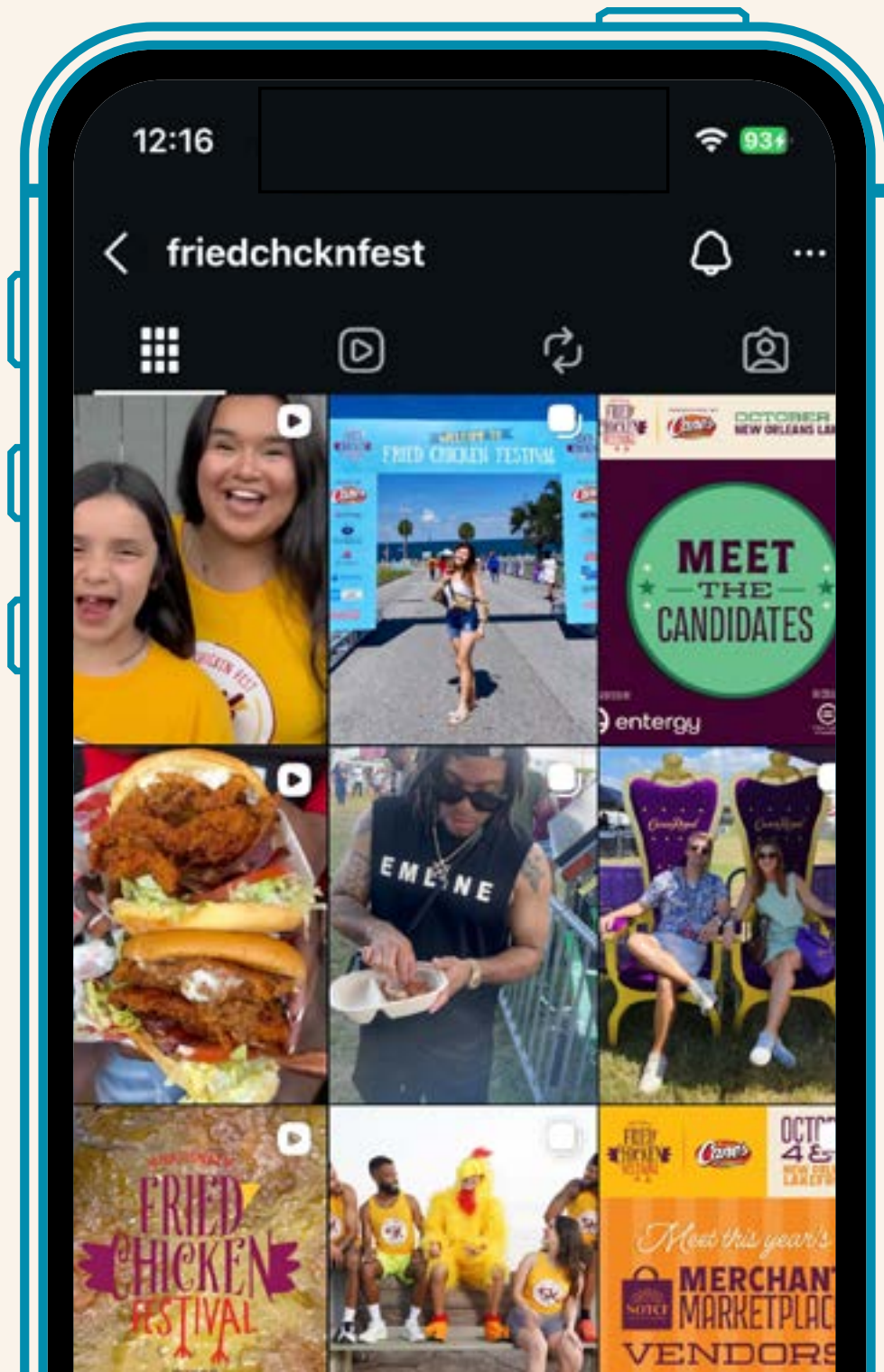




NATIONAL
FRIED
CHICKEN
FESTIVAL™



Campaign Overview

Now in its ninth year, Spears Group executed a highly-successful social media campaign for the National Fried Chicken Festival to drive storytelling around two key components of the 2025 event: food and music. The four-month campaign utilized a strategic mix of paid and organic tactics using branded in-house visuals under a new, compelling art direction, third-party influencer content, and a series of professionally-produced video assets featuring three of the festival's participating restaurant vendors. The total budget was \$29,000, inclusive of paid advertising, influencer compensation and video production. This approach yielded huge results across the festival's existing core channels (Facebook and Instagram) with 9.3 million total impressions, 77,520 engagements, and 186,930 profile views—in addition to helping establish a new presence for the event on TikTok with nearly 2,500 organic followers on that platform and 13,850 new aggregate social followers at the conclusion of the campaign. Influencer marketing proved the most valuable tactic in general awareness and excitement for the food and music lineup both pre- and post-event, with viral moments like the Lloyd performance post that earned over 143,000 cross-channel engagements and mentions on media sites and platforms that introduced entirely new audiences nationwide to the festival—building the foundation for a strong tenth anniversary campaign and new sponsor outreach to secure critical event funding in 2026.



POV:
2 Mins of Lloyd
at Fried Chicken Fest
New Orleans

👑: @kortlynnjenae

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HIP-HOP VIBE

NEWS EDITORIAL REVIEWS ON THE RISE AUDIO VIDEO

Lloyd brings soul to the stage — and the internet can't believe it happened at Fried Chicken Festival in New Orleans [VIDEO]

Oct 7, 2025

SHARE

Moment Nobody Saw Coming

Would anyone that Lloyd — the R&B heartthrob who defined mid-2000s slow jams — would do something called the National Fried Chicken Festival, they'd probably laugh, scroll, and say you were joking. But that's exactly what happened on October 4, when the New Orleans-born, Atlanta-bred singer turned the New Orleans Lakefront into a live R&B time, leaving fans swooning and social media in disbelief.

Post

Reply



RNB RADAR @rnbbradar · Oct 7, 2025

Lloyd's recent performance at the fried chicken fest in New Orleans >>>>>



701

4.5K

22K

5.7M

1



RNB RADAR @rnbbradar

Subscribe

yes the fried chicken event is a real event, and tbh idk about y'all but i'm definitely going next year 🙌



Dun @MeAndMyDunsAnIm · Oct 7, 2025

i mean, sir i set a reminder for me

1

1

17

1.5K

1



J.B. @jayrshaad84 · Oct 7, 2025

Lock me in for next year 🙌🙌🙌

1

1

13

1K

1



Brandon @BoogieDaBear · Oct 8, 2025

I will be attending next year and I will be getting a VIP status 🙌

1

1

3

380

1



K D Tally, KD7, Inc. Owner @KDownSeven · Oct 7, 2025

Where is this located? The FRIED CHICKEN festival... i'm hollerin'! We all need to lock in...you know, for the good of the culture 🙌🙌🙌

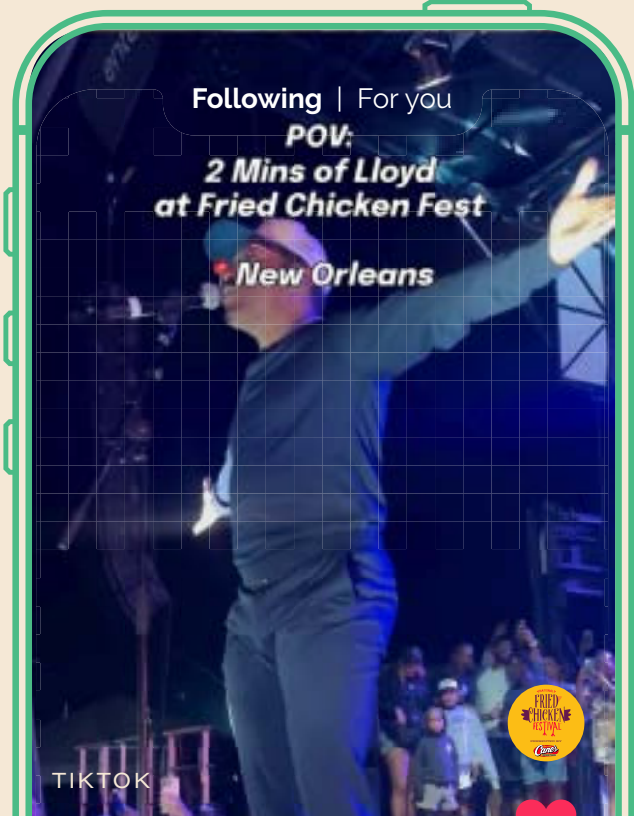
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Following | For you

POV:
2 Mins of Lloyd
at Fried Chicken Fest
New Orleans

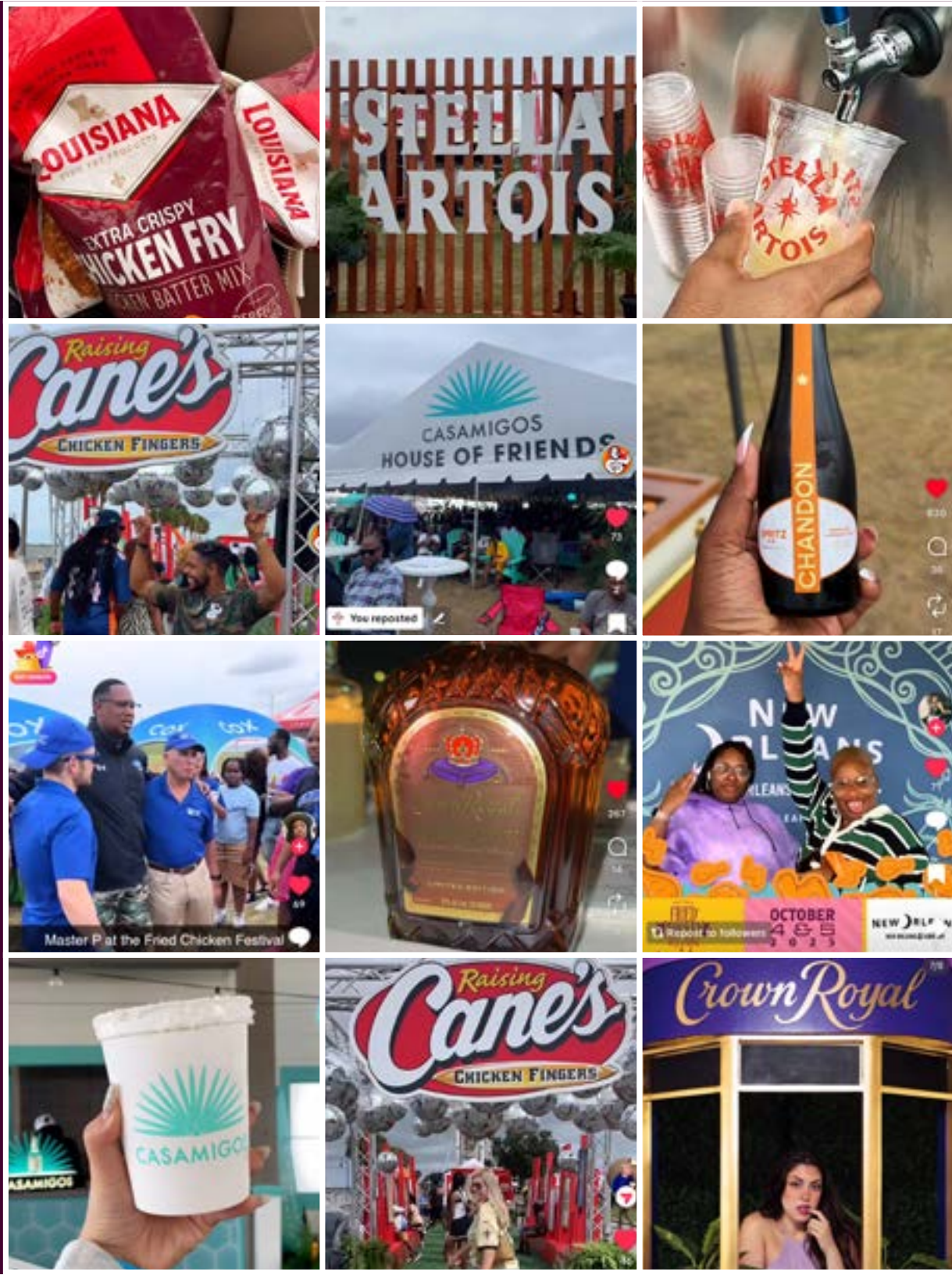
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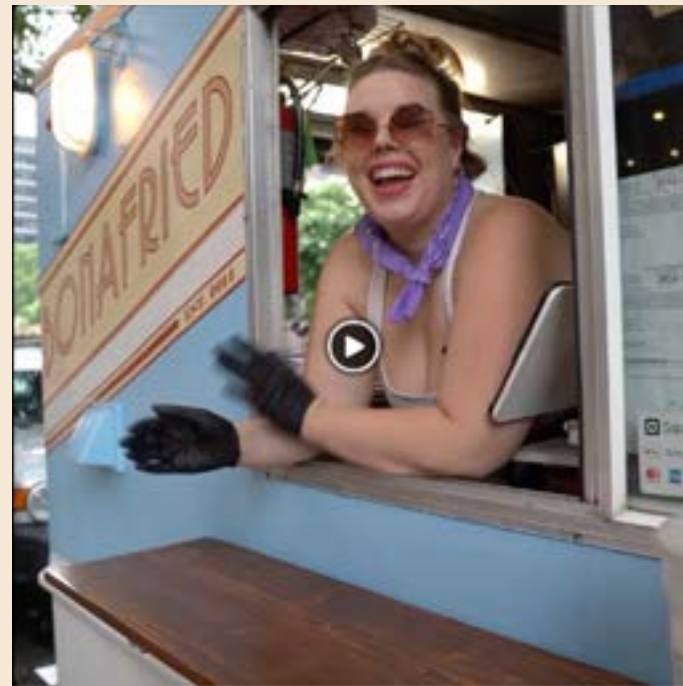


INFLUENCER CONTENT SPONSOR RECOGNITION

The influencer program effectively increased sponsor visibility over the course of the campaign—in advance of the festival, on the weekend of the event, and in the days and weeks following as the stories and posts were shared.



RESTAURANT CONTENT: VIDEO SERIES



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CLICK TO PLAY



CLICK TO PLAY

9.32M
IMPRESSIONS

77,520
ENGAGEMENTS

13,850
NEW FOLLOWERS

186,930
PROFILE VIEWS