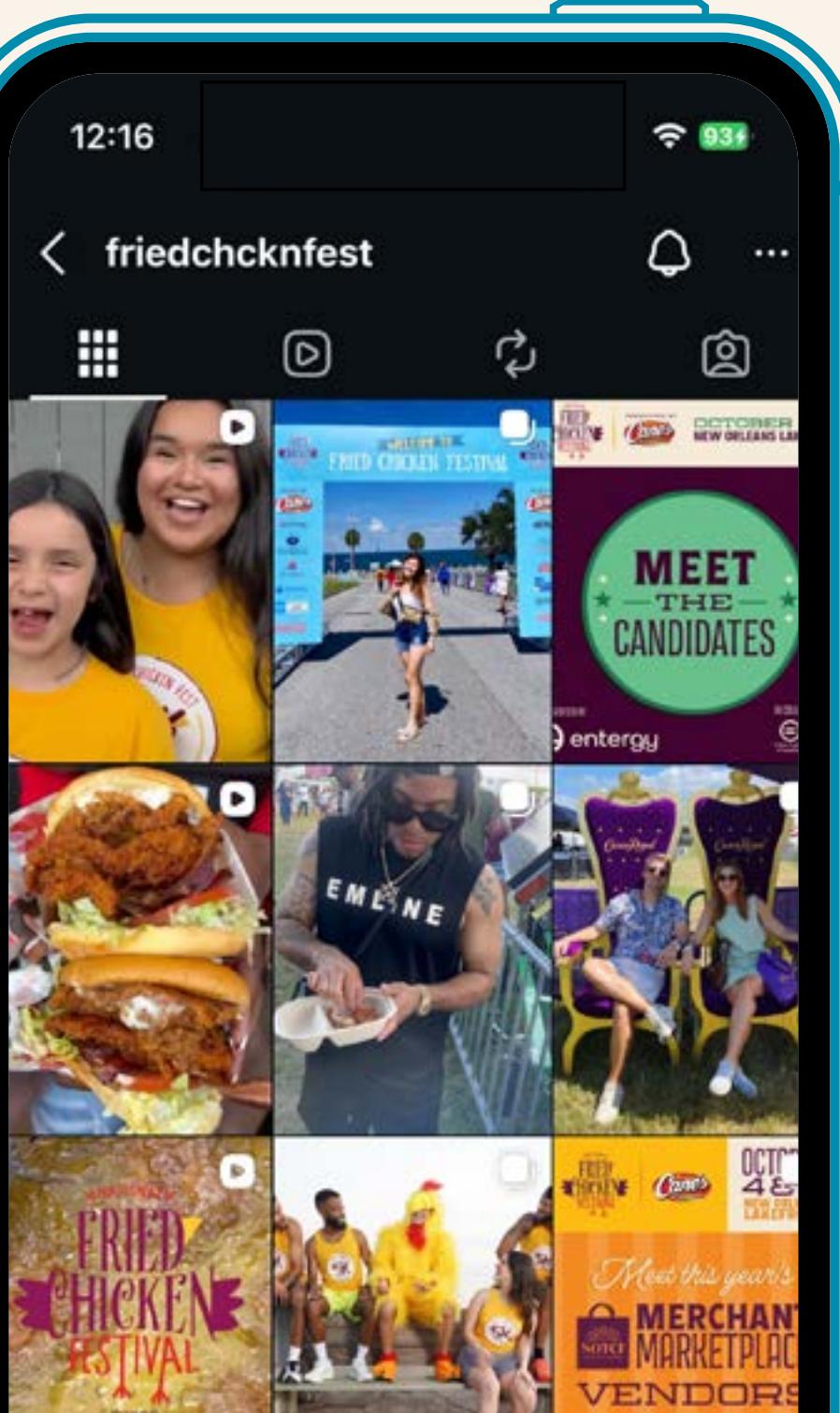




National Fried Chicken Festival | 2025 Social Campaign



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.



Post

RNB RADAR @mbiadar · Oct 7, 2025

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

1.08

701 13.4K 21K 57K

RNB RADAR @mbiadar

Subscribe

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

Dun @MeAndMyDunsAinIm · Oct 7, 2025

i mean.. siri set a reminder for me

AB. @jayrashaad84 · Oct 7, 2025

Lock me in for next year 😂😂

Brandon @BoggleDeBear · Oct 8, 2025

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

K D Tally, KD7, Inc, Owner @KDDownSeven · 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 😂

HIP-HOP VIBE

NEWS EDITORIAL REVIEWS ON THE RISE + AUDIO VIDEO

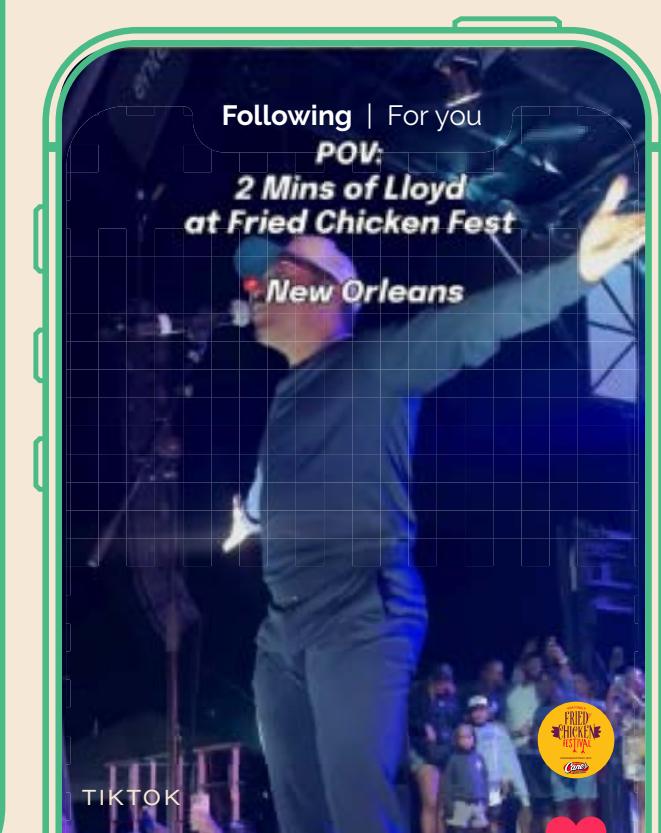
Lloyd brings soul to the stage – and the internet can't believe it happened at Fried Chicken Festival | New Orleans [VIDEO]

Oct 7, 2025

SHARE

Moment Nobody Saw Coming

Tell 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 York-born, Atlanta-bred singer turned the New Orleans Lakefront into a live R&B stage, leaving fans swooning and social media in disbelief.)





foodiewelabooty_ and 4 others
Yung Jee • It's Goin' Down (Instrumental)

foodiewelabooty_ (Edited) • 1w
@friedchickenfest didn't owe me a thing this year! 🎉 From start to finish, the energy was unmatched — and @yungjee hitting the stage, it definitely went down. 🎶

Between the good vibes and the food, this fest was a whole experience. Here are a few food vendors and restaurants you absolutely need to check out. 🍗

• @friendsofcodeysnola — Start your food tour here. Their Hot Boy sandwich is a must-try — spicy, flavorful, and perfectly crispy. 10/10

• @thainolarestaurantbar — The Dumbo Ramen is next-level comfort food. It's that perfect blend of New Orleans flavor and ramen soul. 🍲

• @thainolaeventpark

2.4K 28 10/10

October 8, 2025

Log in to like or comment.

FRIED CHICKEN FESTIVAL

OCTOBER 4 - 5, 2025



tomdownload

Follow

• @yungjee Fried Chicken Fest is hands down a... more

• universal_karma - Followed 8 people



carolinellashome - 2025-09-24
#FriedChickenFest, a good food fest here in New Orleans. One of my favorites is the meal
21 New Orleans Music - Benefits Area Band



alex_rebbman and
friedchickenfest
Original audio

alex_rebbman 20w
It's almost here! @friedchickenfest 2025 is happening Oct 4-5. Tag a friend!

#NewOrleans #Mola #FestivalSeason
#NewOrleansEvents #MusicEvents
#OneTimeInNOLA #NewOrleansStyle
#NOLANights #NOLAnewengram
#NewMola #InStyle
#ThingsToDoInNewOrleans

shellapculmer 19w
I reserved the Crown Royal vip tent for the past 3 years. Good location right

2.3K 832 10/10

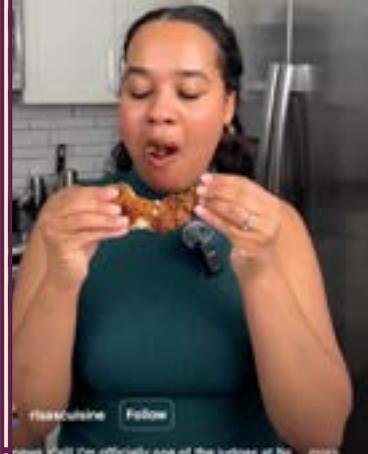
August 28, 2025

Log in to like or comment.

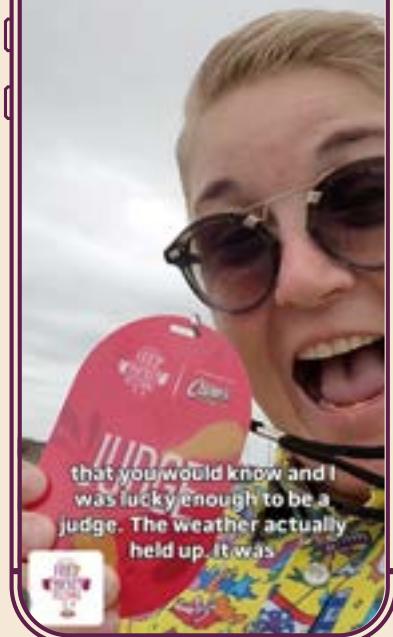
Lloyd performs at Fried Chicken Fest 2025!
New Orleans



OCTOBER 4 & 5
NEW ORLEANS LAKEFRONT



missbuisine Follow
news that I'm officially one of the judges at New Orleans Fried Chicken Festival! I can't believe it! I'm so excited to be a part of this event. I'm so happy to be a judge. The weather actually held up. It was



that you would know and I was lucky enough to be a judge. The weather actually held up. It was

THE BATTERINA
DIPPED CHEESECAKE SLICES

October 4th & 5th
New Orleans Lakefront



FRIED
CHICKEN
FESTIVAL

New Orleans, LA
October 4 & 5

korthynnjensee Follow
Season is hands down my FAVORITE time

of the year! I'm so excited for the Fried Chicken Festival this weekend! I can't wait to try all the different

flavors and see old friends!

Photo by korthynnjensee

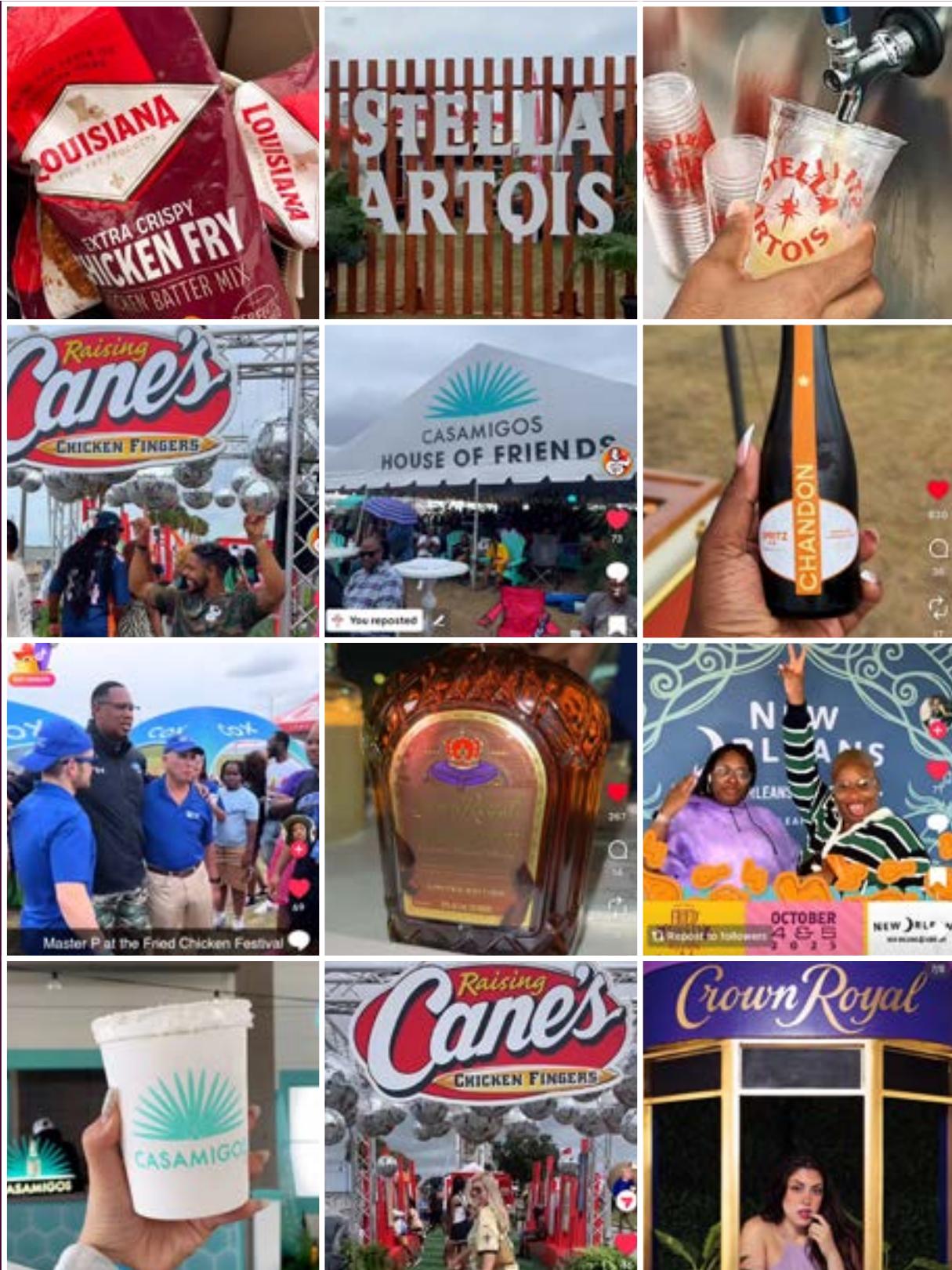


Photo by korthynnjensee



INFLUENCER CONTENT SPONSOR RECOGNITION

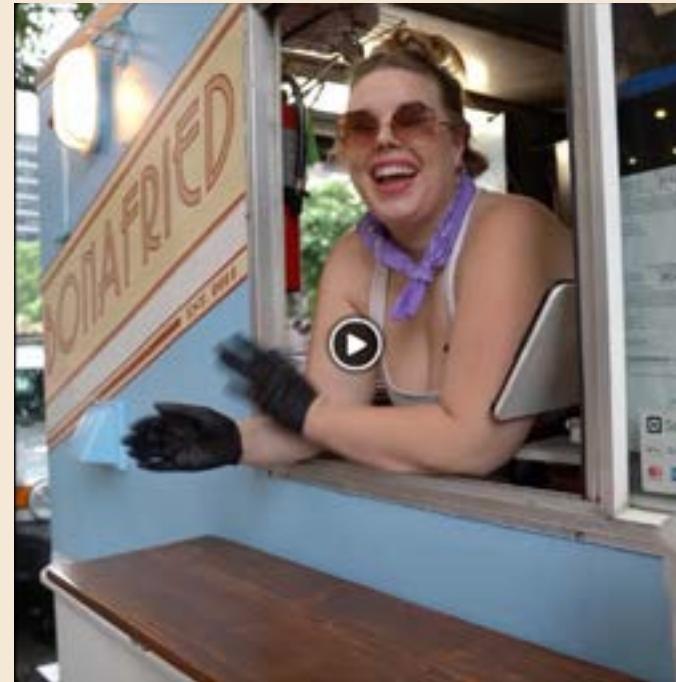
The influencer program effectively increased sponsor visibility over the course of the campaign—in advance of the festival, on the weekend of the event, and in the days and weeks following as the stories and posts were shared.



RESTAURANT CONTENT: VIDEO SERIES



CLICK TO PLAY



CLICK TO PLAY



Hey guys, this is Chef Shan

CLICK TO PLAY

9.32M
IMPRESSIONS

77,520
ENGAGEMENTS

13,850
NEW FOLLOWERS

186,930
PROFILE VIEWS