



National Fried Chicken Festival 2025 Brand Refresh Art Direction - Integrated Campaign

In its ninth year of production, the National Fried Chicken Festival underwent a creative refresh. Having spent the past eight years establishing itself, the festival has elevated far beyond what it once was. It was time for the campaign creative to reflect that growth. Embracing the spirit that has worked in past years, but always improving, this campaign brought the festival to new heights.

Espiritu is a type family from Sudtipos containing various styles, employed here to give a fun, dynamic effect while improving readability from previous installments of the festival.

The regular weight exists as upper- and lower-case, and is the thickest of the weights, making it the anchor visually. The condensed weight is tall and narrow, while the extended is a wide slab serif, allowing the two to work in harmony to convey the personality of the brand. Accents of the script variant ride the line between type and image, at times de-emphasized to allow the main messaging to shine through. The typeface also contains a robust collection of glyphs, which are used as decorative motifs throughout, and inspiring many of the other accents employed across assets, resulting in a varied, yet unified campaign.

This system works to accommodate the dense amount of content required on communications for an event with so much to offer.



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FRIED CHICKEN FESTIVAL

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The real magic of the National Fried Chicken Festival is that it blends things everyone loves into one incredible weekend. Previous years have had campaigns that focus mainly on the namesake food, but as the festival has grown it has become evident that music is just as big of a draw to the festival. Following the natural evolution of the event, the graphics this year evolved to

include more expressive marks and more overtly music-related imagery to more accurately encapsulate the full experience. The food imagery itself has also expanded to reflect that this is about more than just chicken on its own. The variety of offerings is a huge part of consumer appeal, so the imagery now follows suit, showing sandwiches, drumsticks, and

fried chicken bahn mi to name a few, acting as a visual sampling of the food awaiting patrons.

Including leafy greens, juicy tomatoes, crispy chicken, and so much more is food for the eyes, introducing much more opportunity for color, texture, and shape contrast and variety.



By brightening the colors and expanding the choices, the brand is able to maintain its integrity while becoming more dynamic. Each color pairs with an element of the festival — some food, some atmospheric, all pieces of the experience.



The color palette's depth and breadth allows it to serve practical purposes on-site, with each level of clearance correlating to a color in the palette. The palette accommodates all of the different necessary credentials for a large-scale event causing them to feel integrated with the entire campaign presence.







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.

