Nomination: 20409

Kenny Rogers Roasters' Solo Love Club

Page: General Information

Name of Organization / Company

Kenny Rogers Roasters Philippines

Logo

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Web Site Address

Page: Entry Information

Entry Title

Kenny Rogers Roasters' Solo Love Club

Category

E01 - E12 - Award for Innovation in Marketing > E07. Award for Innovation in Product Placement

Submission Format

An Essay of up to 625 Words

Essay

Kenny Rogers Roasters (KRR) harnessed the power of innovative product placement in the Solo Love Club campaign, strategically leveraging its bestselling Solo Plates to redefine Valentine's Day as a celebration of self-love. By seamlessly integrating its product into the campaign's overarching theme, KRR not only showcased the versatility of Solo Plates but also positioned them as the ultimate companion for a fulfilling, solo dining experience.

The campaign's foundation was built on insights into evolving consumer lifestyles, particularly the rise of single-person households and the growing self-care movement. With an increasing number of younger, urban individuals seeking moments of indulgence and self-care, the Solo Plates became the ideal centerpiece for a campaign focused on self-love. This shift in positioning transformed the product from a simple meal option to a symbol of empowerment and personal wellness.

KRR reimagined the Solo Plates as more than just food—they became a lifestyle choice, reinforcing the idea that dining alone is not only acceptable but a joyful, self-affirming act.

Heroing the Solo Plates in Campaign Visuals:
The Solo Plates were prominently featured in all campaign visuals, from digital ads to in-store displays. Vibrant photography showcased the plates alongside empowering self-love messages, reinforcing their role as the perfect companion for solo dining. Videos highlighted the ease and satisfaction of enjoying a Solo Plate while celebrating oneself, appealing to both aspirational and practical desires.

Curated In-Store Experiences:
In-store touchpoints emphasized the Solo Plates' role in the campaign. Table toppers featured empowering messages like "Treat yourself to the love you deserve" paired with images of Solo Plates. Drive-thru areas promoted "solo driving as self-love," encouraging customers to take a moment for themselves while indulging in their favorite meals. Napkins and packaging were rebranded with self-care affirmations, making every dining moment feel intentional and uplifting.

Influencer and User-Generated Content:
Influencers received custom kits that celebrated the Solo Plates as part of a self-love ritual. These kits included heart-shaped earphones, bracelets with self-affirming messages, and postcards encouraging self-care. Influencers shared their experiences with Solo Plates on social media, showcasing how they integrated the meals into their own self-love journeys. This content resonated deeply with followers, driving home the message that KRR supports solo diners in meaningful ways.

Interactive Product Placement via QR Codes:
Solo Plate packaging included QR codes leading to the Solo Love Club content hub, which featured curated playlists, self-care podcasts, and special promotions. This integration bridged the physical product with digital engagement, making the dining experience more immersive and interactive.

The strategic placement of Solo Plates at the heart of the campaign yielded exceptional results:
Sales Growth: Solo Plate sales surged by 23% during Valentine's week, proving the campaign's ability to drive purchase decisions and consumer loyalty.

Brand Perception Shift: Social media sentiment analysis showed a notable increase in positive mentions of the Solo Plates, with many consumers associating the product with self-love and empowerment.

Enhanced Engagement: User-generated content featuring Solo Plates flooded social media, with hundreds of posts under the #SoloLoveClub hashtag averaging high engagement metrics.

By integrating Solo Plates into every facet of the campaign, from visual storytelling to in-store experiences, KRR demonstrated how innovative product placement can transform a best-selling menu item into a cultural symbol. The Solo Love Club campaign redefined the dining experience for solo consumers, proving that purposeful product placement can drive sales, elevate brand perception, and create lasting emotional connections.

For this category please provide

An essay of up to 625 words describing the nominated innovative achievements in marketing since July 1 2022, **OR** a video of up to five (5) minutes in length illustrating the same.

Optional (but highly recommended), a collection of supporting files, works samples, and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

Do You Have Supporting Files You Would Like to Upload?

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

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Do You Have Website URLs you would like to link to

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