



**New Commercial Arts.**

**Brief set by**

Nando's UK & IRE

**In collaboration with**

New Commercial Arts (NCA)

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**Make Nando's  
loved by the  
next gen**

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**Deadline**

20 March 2024, 5pm GMT

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**The backstory**

Nando's was the cult restaurant brand of the internet age, an icon of the British high street and aspirational hangout spot for young people who valued good food, as well as a good time. But in recent years, the category has become increasingly diversified and competitive, with fast food brands, delivery services and copycat takeaway spots all looking to build cultural connections of their own amongst young people. To keep their icon status, Nando's are on a mission to reach new audiences, maintaining their cultural relevance and becoming the most loved restaurant brand for under 25s.

**What's the challenge?**

Create a craft-led campaign to help futureproof the Nando's brand by making it the restaurant of the next generation. Nando's need ideas that make sure young people with options on where they spend their precious time and money have a clear idea about why they should go to Nando's over anywhere else.

The idea should have the Nando's restaurant at its core – but could be executed in many different ways. You could focus on strengthening the perception of our distinctive food, you could reinforce the differentiating nature of our experience, highlighting the enjoyment and stimulation that comes with it, or you could develop initiatives or collaborations to drive meaningful action for their youth audience. All options are on the table, as long as they reinforce a clear idea of why Nando's, not anywhere else, is the place for young people. Whatever you create should have craft at its heart (see *The important stuff*).

**Who are we talking to?**

Young people (under 25) from every background who are cash-limited but digitally active and choice rich. When it comes to quality food, they'll have friends on Snapchat telling them what's cool (or not) and TikTok algorithms showing them the way to the new viral chain. As a brand, they need to think about how they can build a cultural imprint that increases positive perception of Nando's.

**Things to think about**

**Embrace the uniqueness of Nando's**

Unlike any other spot on the high street, Nando's has always been unique. It's a place that belongs to no-one and everyone. No matter your age, interests, social background, career, goals, hustles, loves, hates, rival tastes or reasons to dine. It's a place that can host them all.

**What's your insight?**

Nailing this brief will rely on finding an insight that emotionally connects people with the brand – this could be a category insight that

differentiates Nando's from everyone else, an audience insight that everyone just gets or a cultural insight that re-engages us with the zeitgeist. Find something compelling that you can leverage to connect young people with the unique Nando's experience.

**Embrace modernity in your craft**

This is a brief about under 25s; think about their mindset at every touchpoint – where will they see it, in what moments will they see it in, should we be partnering with talent or creators (if so who), what platforms or formats should this run on, are there any that are critical to connect, are there any that are redundant – we want to see your working out when it comes to delivery, just as much as idea and craft.

**Actions speak louder than words**

Your response could be a new proposition for this audience, not just about how Nando's speak to them.

**Focus on the restaurant**

Nando's have numerous existing cultural programmes with creators and music partnerships – they're not looking for a reinvention or to build on these, but a new idea that anchors on the restaurant experience.

**Don't mention cheeky**

You're not the first person to have made that joke.

**The important stuff**

Use your craft to create an action-driven holistic 360 campaign that makes Nando's the most loved restaurant in the UK again. This could be in the form of copy, illustration, animation, photography, crafts for design or art direction. The craft you use is up to you.

Present:

**Your solution.** Clearly explain your idea, the insight and why it would build relevance and brand love.

**Your creative process.** How you arrived at your solution, why it works for Nando's only, the key insights from your research and the stages in relation to craft.

**What and how to submit**

Read *Preparing your entries* before you get started for full format guidelines.

**Main (essential):**

Either a presentation video (max. 2 min) OR JPEG slides (max. 8), showing your solution.

**Optional (judges may view this if they wish):**

**Interactive work** (websites, apps, etc); if your main piece is **JPEGS**, you can also submit **video** (max. 1 min total); if your main piece is **video**, you can also submit **JPEGS** (max. 4).