

# Without food or medical supplies, Popeyes, the fast food company, donated 1,000 Netflix accounts to customers during the Covid-19 season.

No one will deny Popeyes's attempt to back the Covid-19 community, but with such a big brand, one would expect more than 1,000 free Netflix accounts.

In the context of the epidemic Covid-19 is still complicated in many countries around the world. Big companies and brands immediately participated in the campaign with a series of meaningful and useful communication campaigns.

For example, Nike and Coke have actively urged people to consciously isolate themselves at home to protect themselves and the community with the message: *'If you have ever dreamed of playing (sport), tribute For millions of people around the world, this is your chance. Let's 'play' in the house, 'play' for the world*. Ford has also provided customers with financial support and car insurance. Some brands such as Hanes, GM, AB InBev or Apple have donated many medical items such as masks, hand sanitizers to hospitals in the US and other regions around the world.

Recently, popular fast-food brand Popeyes has also joined and given customers a free Netflix account. Following the promotional video below, the campaign is called 'Fried Chicken N Chill', requiring users to post photos of them taking meals purchased from Popeyes and accompanied by the hashtag #ThatPasswordFromPopeyes. The 1,000 fastest people will be shared by Popeyes Netflix account.

## **While major companies provide financial support and medical supplies, Popeyes offers 1,000 Netflix accounts to customers.**

Although Popeyes's "Fried Chicken N Chill" has attracted a lot of users to participate, but many people consider this to be a somewhat meaningless campaign, especially when compared to other competitors. It is true that the demand for entertainment is increasing when many people have opted for home isolation, but with a big brand like Popeyes, people will expect more than 1000 of their Netflix accounts. Not to mention, these accounts will only be valid for 1 month.

Just look at their opponents, KFC will immediately see how inferior Popeyes campaign is. The globally renowned brand of fried chicken is committed to ensuring absolute safety in service and delivery to customers, and said that they always strictly follow personal hygiene regulations when entering the kitchen. In addition, KFC also partnered with non-profit organization Blessings in a Backpack to donate more meals for children every weekend. Burger King has conducted a similar campaign and has received a lot of support from customers.

Or, simply donate cash to those who are in financial need for Covid-19, just like Aviation Gin. Accordingly, every time a user orders an online bottle of wine from this brand, 30% of the proceeds will be given to bartenders who are temporarily unemployed (because many bars in many countries are now closed. to avoid pandemic). To promote his campaign, Aviation Gin has partnered with a number of big stars, including 'Deadpool' Ryan Reynold.



**ONCE THE CHICKEN  
LEAVES OUR FRYERS,  
THE ONLY HANDS THAT  
TOUCH IT ARE YOURS**



**INDUSTRY LEADING  
SANITATION & HAND  
WASHING POLICIES**



**FREE CONTACTLESS  
DELIVERY, SEALED  
FOR YOUR SAFETY**



**DRIVE-THRUS  
ARE OPEN**



*KFC is committed to ensuring maximum safety in food preparation and delivery to customers.*

The tech giant Apple recently donated 2 million sets of masks to hospitals and medical facilities in the US and Europe. In addition, the Apple donated \$ 15 million to support small companies affected by Covid-19, especially in Italy. The entire launch event and product launch of the company have been canceled, but still actively active in the media to update information for its customers.

As noted above, no one has denied Popeyes's attempt to assist the community in repelling Covid-19. However, if their 'Fried Chicken N Chill' campaign was carried out about a week ago, it would be much more reasonable. Now that people are getting used to quarantining at home, many of them either already own a Netflix account, or find someone to share with. What they need now is supplies, like food, food - products that Popeyes can easily

support.

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