



LSM Report

Lagos & West

Summary Report



What worked



- The promotion significantly increased brand awareness for Chicken Republic.
- It effectively highlighted the affordability of the meal options, as many customers were previously unaware that they could enjoy a meal for as low as 2,000 naira.
- The positive customer response further reinforced brand perception and engagement.

What did not work



- **Preference for Personal Pickup:**

Customers expressed a preference for visiting Chicken Republic in person rather than opting for food delivery, indicating a stronger inclination towards self-service.

- **Desire for Comprehensive Promo Coverage:**

Customers indicated that the promotion would be more appealing if it covered all meal options rather than being limited to selected items.

- **Promo Timing Concerns:**

Feedback suggest that extending the promotion to include weekends would increase customer satisfaction, as limiting it to weekdays may hinder participation.

- **Pricing Discrepancies:**

Customers noted inconsistencies between the promotional price advertised on flyers and the actual price charged in-store, leading to dissatisfaction and confusion.

Recommendation



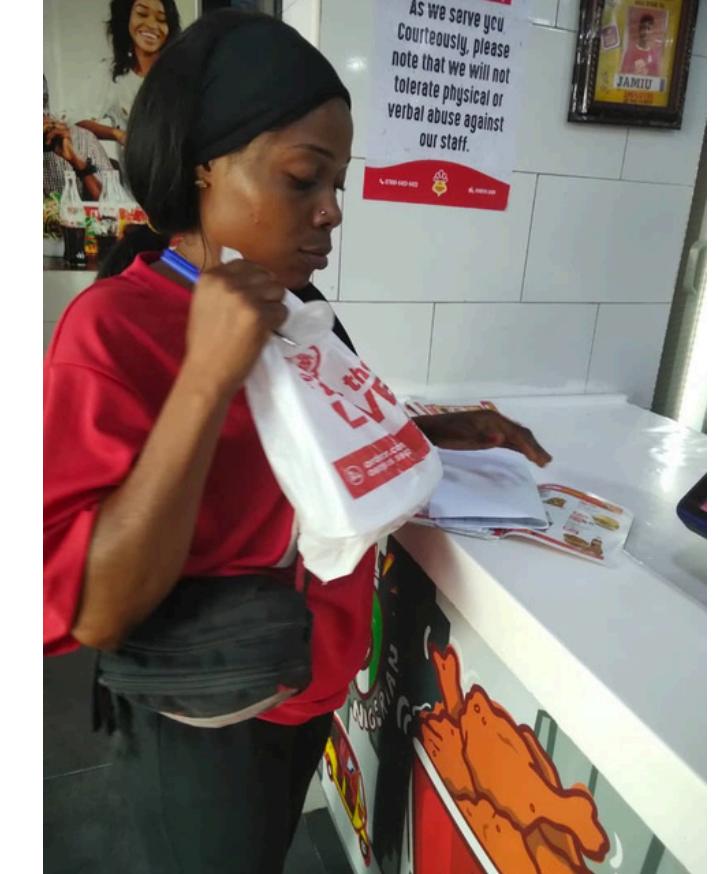
- The promotion price advertised on flyers and the actual price charged in-store should be consistent.
- Extension of the promotion to include weekends.
- The promotion would be more appealing if it covered all meal options.

Feedback

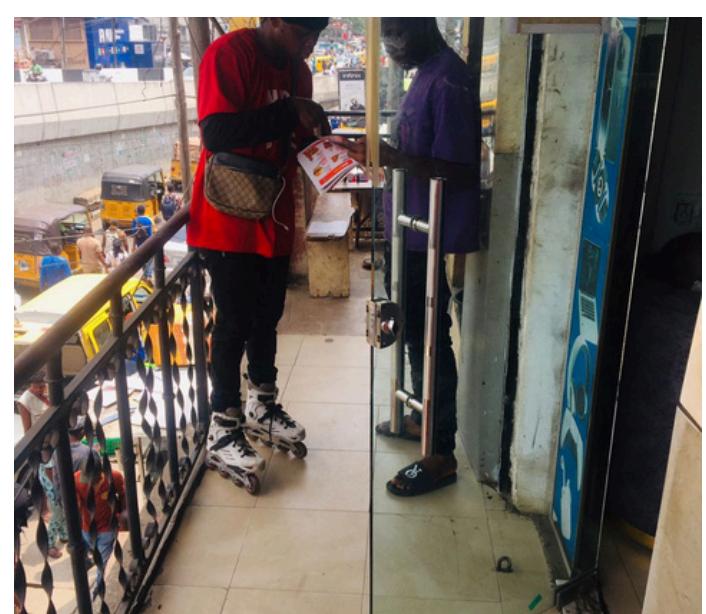


- A few customers remarked that the taste of certain meals, particularly the Jollof rice, did not align with the familiar and expected Chicken Republic flavor profile, potentially affecting brand loyalty.
- Some customers felt that the portion size offered at the promotion price did not meet their expectations in terms of value for money.

Lagos



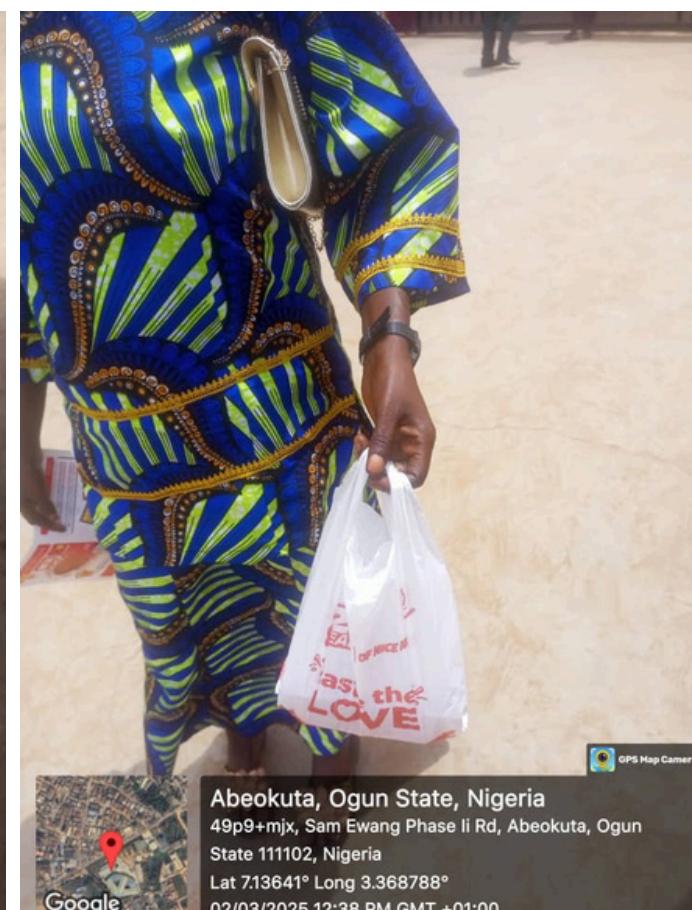
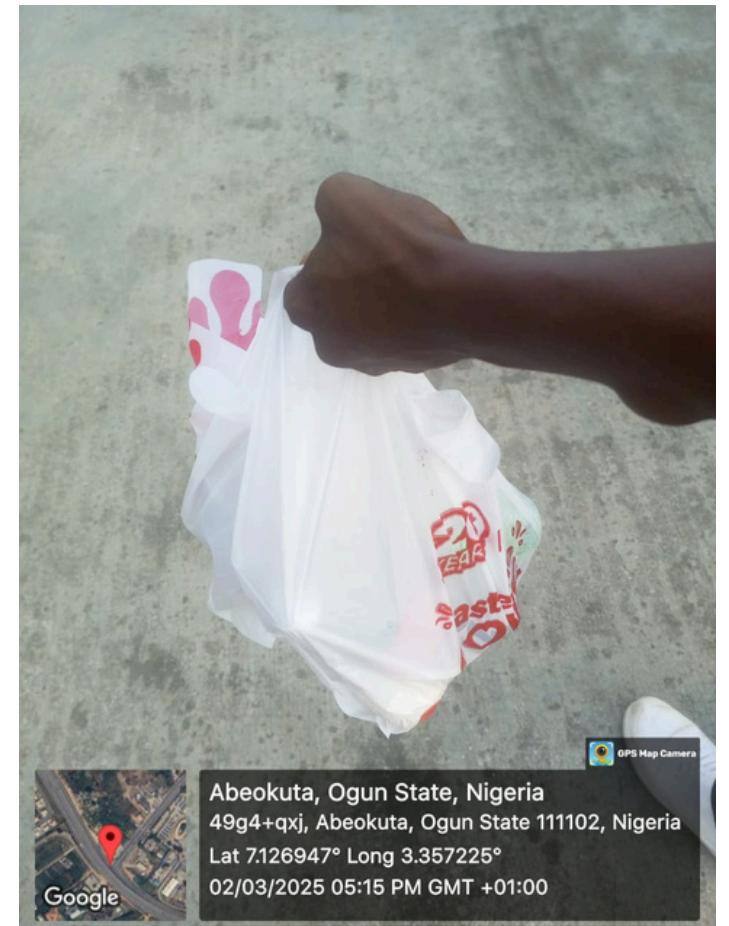
Lagos



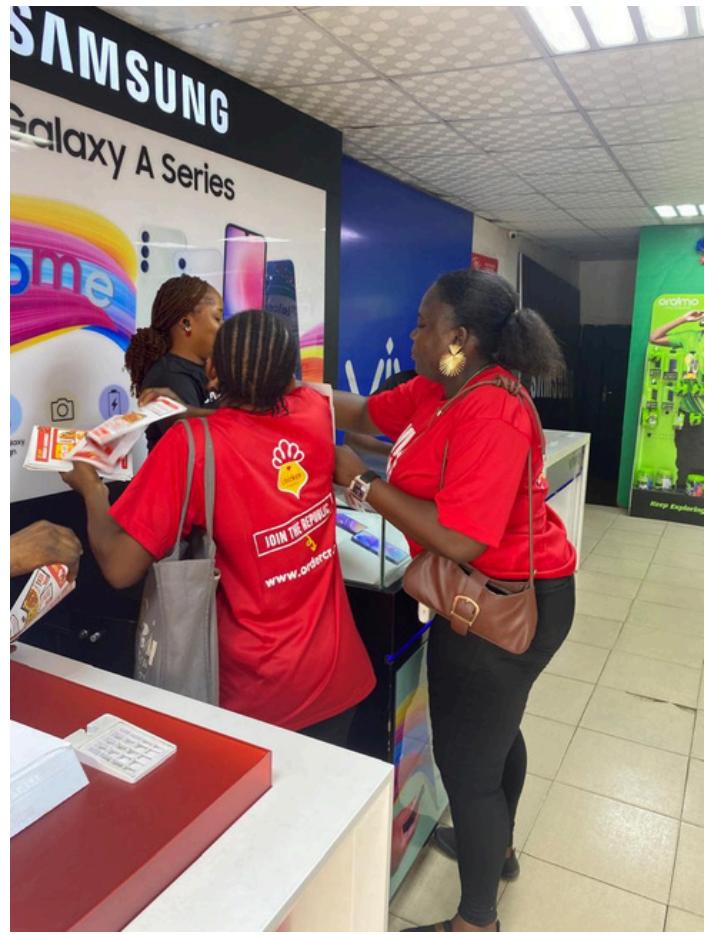
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West



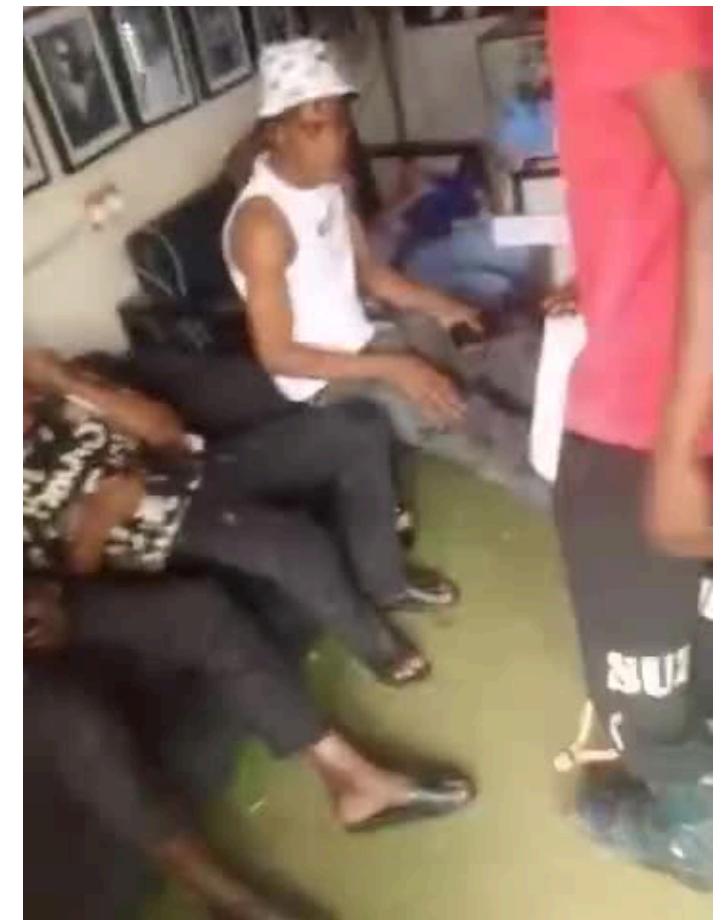
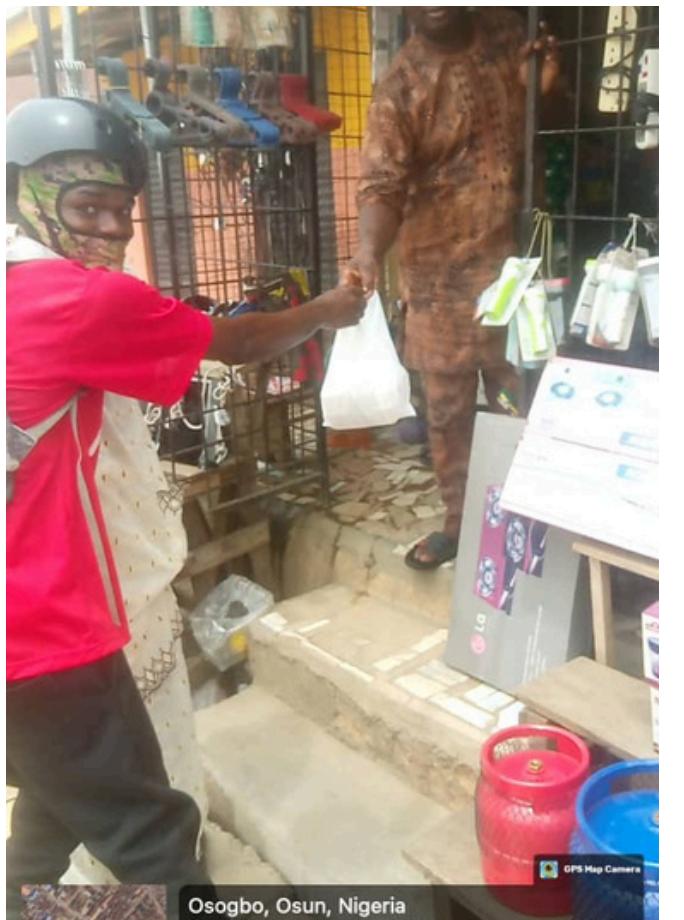
Osoobo, Osun, Nigeria
Gbongan - Osoobo Road, Osoobo, Osun --,



GPS Map Camera



West



Osogbo, Osun, Nigeria

Idanre, Ondo, Nigeria
Ilorin Kwara State Akure, Idanre 340108, Ondo, Nigeria
Lat 7.109227° Long 5.123501°
26/02/25 11:54 AM GMT +01:00

Olorunda, Osun, Nigeria



Thank you..