

Reminiscing about Wimpy's sizzling campaigns



By [Juanita Pienaar](#)

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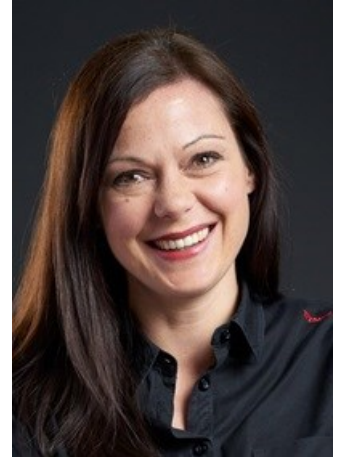
Wimpy, one of South Africa's favourite restaurant brands, turned 50 on 1 September and has been celebrating this milestone in various ways throughout the country.

"We hosted our 50th birthday party in Maboneng, and Wimpy restaurants across the country participated in their own special ways from inviting their communities to spoiling their staff," says Molla Bonnet, Wimpy's managing executive. But that's not all, to celebrate with South Africa, Wimpy is running a 50th Birthday Burger promotion which comes with a Wimpy burger, chips and a milkshake for only R50, and she says consumers have been loving it. I asked her to take us through some of the highlights of past campaigns, to elaborate on current exciting campaigns and to share why this proudly South African brand has stayed so resilient over the years.

■ ***Wimpy is known for its constant innovation in the business's branded food service solutions, backed by creative marketing campaigns. Why is it important to constantly innovate and how have your past campaigns demonstrated this innovation?***

The world is continuously changing and so are our consumers, this is why it is always important for Wimpy to understand what our consumer needs are and innovate accordingly.

Our innovation has been demonstrated in various ways from our communication to our exciting menu innovations. In the past we have had memorable adverts, which got South Africans dancing to the Wimpy sizzle, we got South Africans charmed by the characters in our 'Cheesinator' advert, when we launched our premium blend coffees we got consumers laughing at our funny couple through the 'I love it when you talk foreign' advert.



Wimpy's managing executive, Molla Bonnet.

In 2010 when the country was celebrating having the World Cup on our shores, we launched the national breakfast which was supported by Wimpy's version of Johnny Clegg's *Impi* song. Wimpy has always been known for being unpretentious, funny but more importantly bringing South African families together.

■ ***What has been Wimpy's most successful campaign to date, and why do you think that is?***

There are many to pick from over the years, however most recently we had the 'Fresh Start' campaign, which launched in 2016. The advert showcased a young girl with her parents and her plush toy friend 'Mr Cuddles'. Her father accused Mr Cuddles of stealing a sausage and she stepped into remind him that Mr Cuddles was a 'vegematerian'. It resonated with many South Africans, especially families and we saw this through the promo performance and reviews on the advert.

■ ***Tell us a bit about the latest campaign.***

Wimpy understands the continuous battle of balancing life and work. The guilt we feel when we don't spend enough time with our families. In the year that Wimpy turns 50, we wanted to inspire families and friends to come together for more shared moments. Because there are some moments in life that are just better when they're shared. Wimpy is a family brand that believes in the importance of family. The #MakeTime campaign is a reminder to consumers that even though things may be hectic in life, we each need to take a moment to #MakeTime for those that matter the most in our lives.



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■ ***The Wimpy brand has survived many challenges like the introduction of global competitors to the South African market, etc. Why do you think the brand has been so resilient over the years?***

We have a strong connection with all South Africans. We have a great footprint and we are very easily accessible. Our cosumers decide to eat a quick breakfast or a long lunch while they are shopping, going on a road trip or simply taking some time out. Wimpy welcomes everyone, making them feel comfortable to be themselves and to have shared moments

with the people they love. Our consumers are greeted by a warm South African welcome followed by friendly, efficient table service. We offer good quality classics with fresh appeal and a uniquely recognisable Wimpy taste. So, there is always a Wimpy close by with a modern South African feel with its comfortable booth seats. Our recognisable food and coffee has broad appeal that is enjoyed without breaking the bank and our table service is quick and friendly for families and kids.

🇿🇦 Looking to the future, how does Wimpy plan to stay relevant and fresh, without losing its uniquely South African flavour?

We have some really exciting developments coming in the future, so watch the space!

ABOUT JUANITA PIENAAR

Juanita is the editor of the marketing & media portal on the Bizcommunity website. She is also a contributing writer.

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