

El Demography Loco

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It is early spring and the Los Angeles-headquartered, 320-unit El Pollo Loco chain is simultaneously launching two new television spots. Both of the commercials convey the message that the chain's freshly prepared, citrus marinated, flame-grilled chicken is a powerfully satisfying dining revelation. And yet the commercials are different profoundly so.

The first spot was created by the chain's general ad agency, Kreuger Communications. It features a corporate ad icon, The Master of the El Pollo Loco Flame (think Antonio Banderas' cousin with a grill fork and an apron) who explains to an earnest group of 30-somethings (two Caucasian males, a Caucasian female, and an African-American male) that preparing chicken the El Pollo way is a vast improvement over any other fast-food way of preparing chicken. The particular product pitched in this spot is a Chicken Verde Quesadilla that The Master invites the group to taste. With the initiates sampling and nodding happily over the concept of taste, the commercial fades out with the tag 'Taste the Fire.'

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