

BY WAY OF CHARLOTTE

x

Bojangles

Story

Growing up in Charlotte, there's one thing that everyone, no matter their age, race, ethnicity or neighborhood has in common, and that's **Bojangles**. It's known across North Carolina, but in Charlotte, it means something deeper. This is where it was born, and it's woven into the city's identity.

In Charlotte, Bojangles isn't "fast food."
It's tradition, a routine, a symbol of community.

It's the Sunday morning ritual for families rushing to church and needing something to eat.

It's the place where teachers grab a sweet tea before heading to school.

It's the place where construction workers share conversations as they eat a Cajun Filet biscuit before sunrise.

It's where college students crave a Supremes combo after a hard exam.

It's where kids pile into the drive-thru after soccer practice, still in their cleats, wanting a chicken leg and thigh.

And what makes it special is how all these moments overlap.

Different people, from different backgrounds, at different stages in life, all finding themselves in the same line, at the same window, eating the same food.

Everyone in Charlotte has a Bojangles memory — a favorite order or a moment in life tied to that yellow box.

It's not just a restaurant. It's a shared experience. **It's home.**

THE MERCH

The Queen City T-Shirt



This is a shirt inspired by a classic Bojangles Biscuit and nickname for Charlotte, The Queen City. The bottom of the crown is a biscuit, while the top is a classic bedazzled crown

The 7BO4 Crewneck



This shirt is inspired by the "704" which is the Charlotte area code. If you're from Charlotte, everyone knows what the 704 is. This shirt combines the "Bo" from Bojangles and the "704" into a memorable 7BO4 shirt

The “OG” spot T-shirt



This shirt is inspired by the first ever Bojangles opened. The coordinates on this shirt are of the first Bojangles ever, located in West Charlotte. It's a simplistic design, but one that holds a lot of history

The Trifecta Hats



These hats are inspired by Bojangles and feature different aspects of it. One has the iconic box, another has the iconic “BO” slang term and the other is a simple Bojangles hat with the name logo.

The Bojangles Collection

Part of the Bojangles jumpsuit collection, this sweater has a minimalist design of the classic Bojangles family sized box.



Part of the Bojangles jumpsuit collection, these sweatpants feature the "By Way Of" text to match with the sweater.

Part of the Bojangles jumpsuit collection, the yellow hat features the classic Bojangles family sized box.

THE EVENTS

Social Event #1: The Intro

Description:

The collab launches at the original Bojangles on West Blvd in Charlotte. Outside the Bojangles, a giant 15 foot Bo Box stands in the center of the parking lot, acting as a landmark and an immersive experience. The Box is fully interactive, guests can walk inside the box and see the history of Bojangles drawn all over the walls and ceiling.

Guests can take photos with the box, interact with brand ambassadors and browse a limited edition By Way of Charlotte x Bojangles merch collection.

Tables with classic Bojangles food will surround the box as well, allowing guests eat signature menu items like Bo-Berry biscuits or a Cajun Filet sandwich.

Social Media Trend:

Guests that take pictures and upload them with the hashtag #BoBoxDrop are entered into a raffle to win free Bojangles for a year!



Bojangles

DIG IN

Bojangles

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BISCUIT

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Why This Works

Authenticity and Nostalgia

- Hosting this event at the original Bojangles makes this collab feel authentic. It roots the collection in the place where it all started, creating a sense of pride and community connection.

Culture and Community

- The crowds of people at this event create a sense of togetherness, that everyone there is connected through Bojangles. Charlotte is a growing city for millennials and young people, and human connection through an event like this helps tell the story behind the collection.

Homecoming

- Everybody loves a homecoming story. It's meaningful to many, and this event feels like a celebration of Bojangles' history, while also introducing a new chapter.

Social Event #2: Carolina Panthers Home Game

Description:

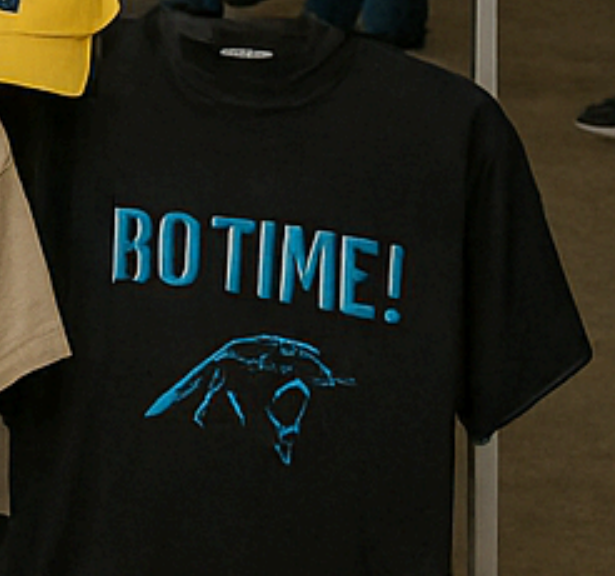
At Bank of America Stadium, the giant Bojangles Box becomes a fan activation zone! Fans can stop by booth to take photos, see the merch on display and play games to win Bojangles gift cards and coupons. Sir Purr will also be around to interact with fans and show how Bojangles fuels our very own Carolina Panthers.

Food samples of chicken supremes and bo-berry biscuits will be available at the booth and custom Bojangles X Panthers keychains, bracelets and towels will be given to all attendees of the game.

Bojangles™ x CAROLINA PANTHERS

Bojangles™

IT'S BO TIME!



Why This Works

High Visibility and Energy

- NFL Gamedays bring massive foot traffic and excitement. Setting up here exposes the collab to true Charlotte citizens and to a lively crowd that creates natural hype.

Charlotte Pride

- The Panthers are the symbol of Charlotte. Featuring the collab alongside the team reinforces the Charlotte identity and connects the brand to another thing the entire city can relate to.

Engagement and Interaction

- Fans at the game are always looking for ways to support their city, and a merch table with limited-edition clothes is something fans will love. The giant bo-box catches people's attention around the stadium and gets all the fans interested in what we have to offer.

Social Event #3: Charlotte FC Game

Description:

Set outside the Charlotte FC stadium before the game, this event brings fans together around the giant Bo-Box yet again, featuring the full merch collection. People can interact with products, take photos and experience the energy of the Charlotte FC Soccer team.

Charlotte FC is particularly popular among young people, and is the perfect feature within the Bojangles collaboration.

CHARLOTTE

Bojangles
IT'S BO TIME!

Bojangles merchandise display table featuring:

- Yellow and black t-shirts with "BO" and Bojangles logos
- Yellow and black baseball caps
- Light blue t-shirts with the Bojangles logo
- Yellow t-shirts with a burger graphic and "Bojangles" text

Bojangles



Why This Works

City Identity

- Soccer culture in Charlotte is fast-growing and tied to community pride and belonging. Launching here connects a new crowd of young, energized fans to one of the city's most unifying places, Bojangles.

Discovery and Interaction

- Fans walking into the stadium love exploring new merch and unique experiences. The giant Bo Box is an eye-catching landmark, that attracts people in all directions. Fans can interact with the box itself and explore the new merch, all while bringing the high energy to the Charlotte FC game.

THE SOCIALS

By Way Of...
@bywayof

By Way Of... Charlotte's favorites.

Stay tuned. 👁️



3:56 PM · Nov 11, 2025

12K Retweets 5.6K Quote Tweets 112.6K Likes

This is a teaser post for the By Way Of collection series coming to Charlotte. It may look like just a black square, however if you turn your brightness and exposure all the way up, you will see the Bojangles logo, along with a Sir Purr and Charlotte FC logo. This is a soft launch of the collabs without saying it

Bojangles
@Bojangles

Charlotte, this one's for you. ❤️💛
To celebrate By Way Of: Charlotte x Bojangles, a massive Bo Box is traveling across the city.

Find it → take a pic with it → tag [#BoBoxDrop](#) and you could win free Bojangles for a year.

Where should we drop it next?



12:00 PM · Nov 11, 2025

22K Retweets 8.6K Quote Tweets 215.9K Likes

This is a post promoting our collection by using the giant Bo-Box. This post explains how the box will be traveling around the city at different events, and that those who take pictures with the box can win Bojangles for a year if they follow the posting rules.