

**KFC<sup>®</sup>**

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# Product

- Although KFC is famous for their Original Recipe® and Extra Crispy™ fried chicken, this campaign will focus on KFC's brand image and perception among consumers.

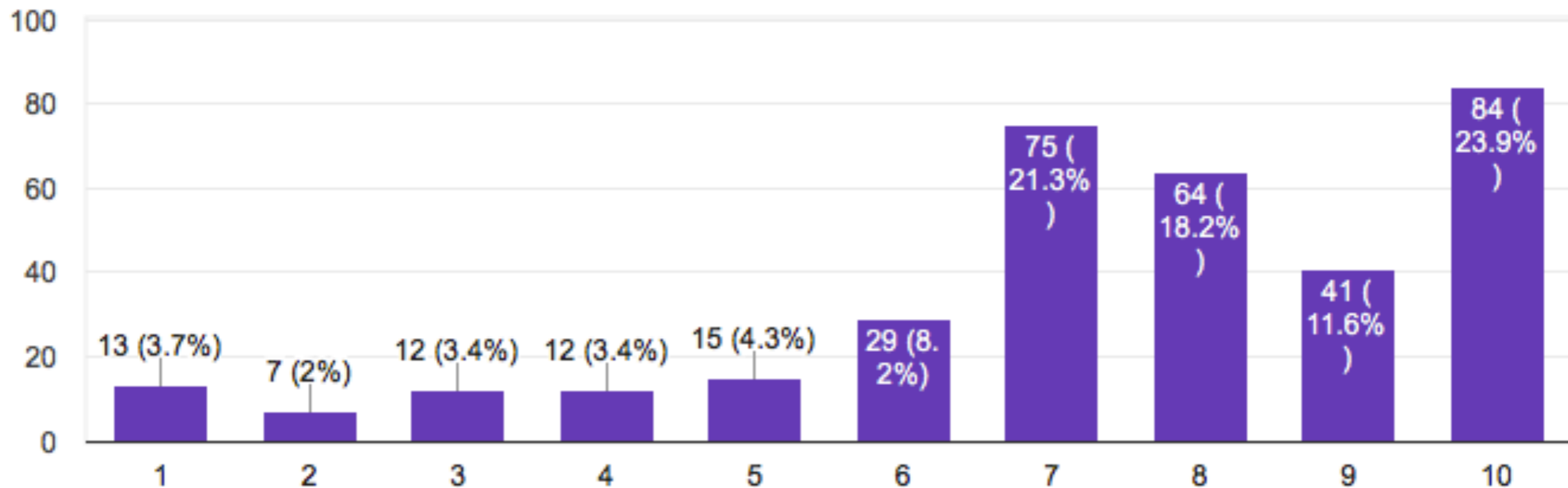


# Primary Market Research

*Facebook Survey*

From 1 to 10, how much do you like fried chicken?

352 responses



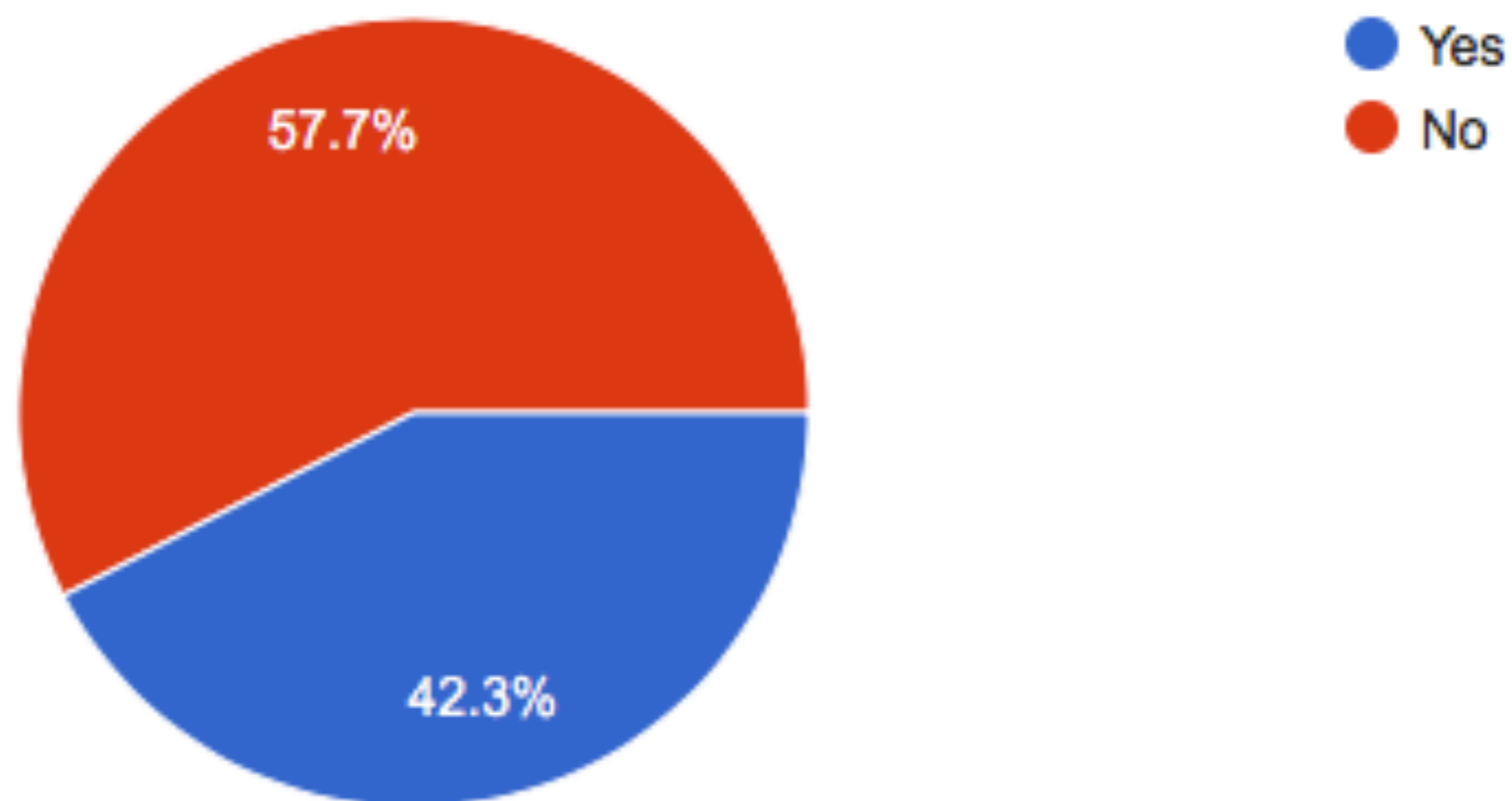
# When you think 'fried chicken', what's the first brand that comes to mind?

352 responses

KFC (161)
Popeyes (29)
Kfc (20)
Kentucky Fried Chicken (11)
Popeyes (11)
KFC (11)
kfc (8)
Kentucky (7)
Browns (6)
Popeye's (5)
Chick-Fil-A (4)
Kentucky fried chicken (3)

# Have you ever attempted to make homemade fried chicken?

352 responses



# QSR - Market Overview

- **Size**

- \$206 Billion U.S. revenue in 2016 (\$570 Billion Internationally)
- 250,000 QSRs in the U.S.
- Estimated that 50 million people eat at a QSR every day

- **Trends**

- Annual growth of 3.1% from 2012-present
- Estimated \$210 Billion U.S. revenue in 2017

# QSRs — Chicken

- In 2012, Chick-fil-A overtook KFC as the top selling chicken QSR in the US
  - KFC has remained second since

CATEGORY RANK ▲	COMPANY	QSR 50 RANK	2016 U.S. SYSTEMWIDE SALES (MILLIONS)	2016 U.S. AVERAGE SALES PER UNIT (THOUSANDS)	NUMBER OF FRANCHISED UNITS IN 2016	NUMBER OF COMPANY UNITS IN 2016	TOTAL UNITS IN 2016	TOTAL CHANGE IN UNITS FROM 2015
1	Chick-fil-A	8	7,973.50	4,407.10	1,730	372	2,102	119
2	KFC	13	4,483.30	1,060.00	3,966	201	4,167	-103
3	Popeyes Louisiana Kitchen*	20	3,140.30	1,408.00	2,029	55	2,084	77
4	Zaxby's*	25	1,891.98	2,318.60	677	139	816	91
5	Bojangles'	28	1,229.48	1,818.43	407	309	716	54
6	Wingstop	30	943.30	1,113.00	977	21	998	153
7	Church's Chicken	35	800.27	724.00	838	238	1,076	-55
8	El Pollo Loco	36	795.44	1,900.00	259	201	460	27
9	Boston Market*	42	659.16	1,426.74	5	457	462	4

# Direct Competition

Other QSRs focusing on chicken





Original Chicken Sandwich

Original recipe and extra  
crispy

Cajun Flavors

Healthy Options

Local flavors

Promotions

Considered Classier

Bringing back the colonel

Rebranding



Green Beans



Mac & Cheese



Mashed Potatoes w/Gravy



Biscuit



Baked Beans



Potato Wedges



Perceptual Map



LOUISIANA FAST

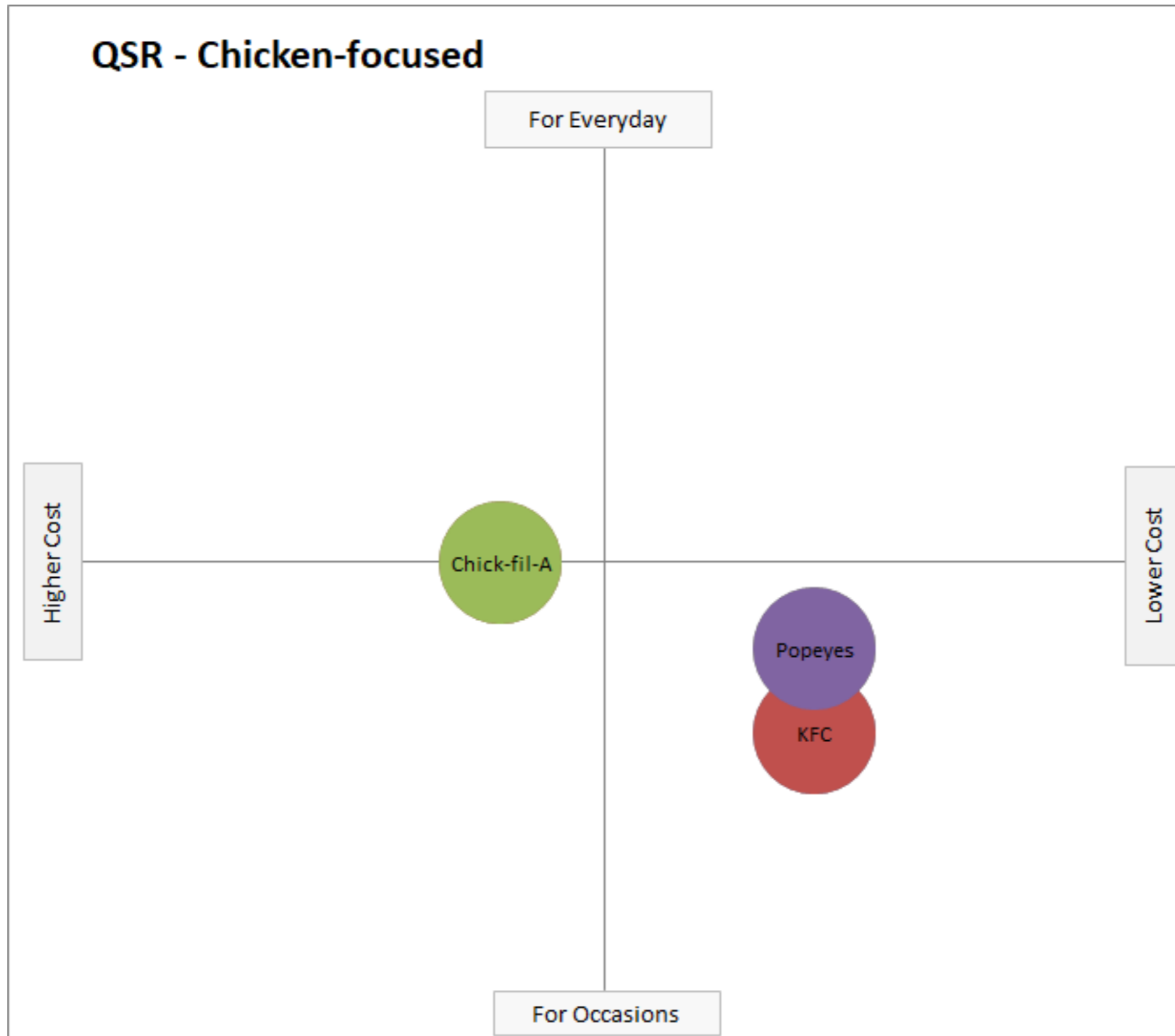


POPEYES LOUISIANA KITCHEN

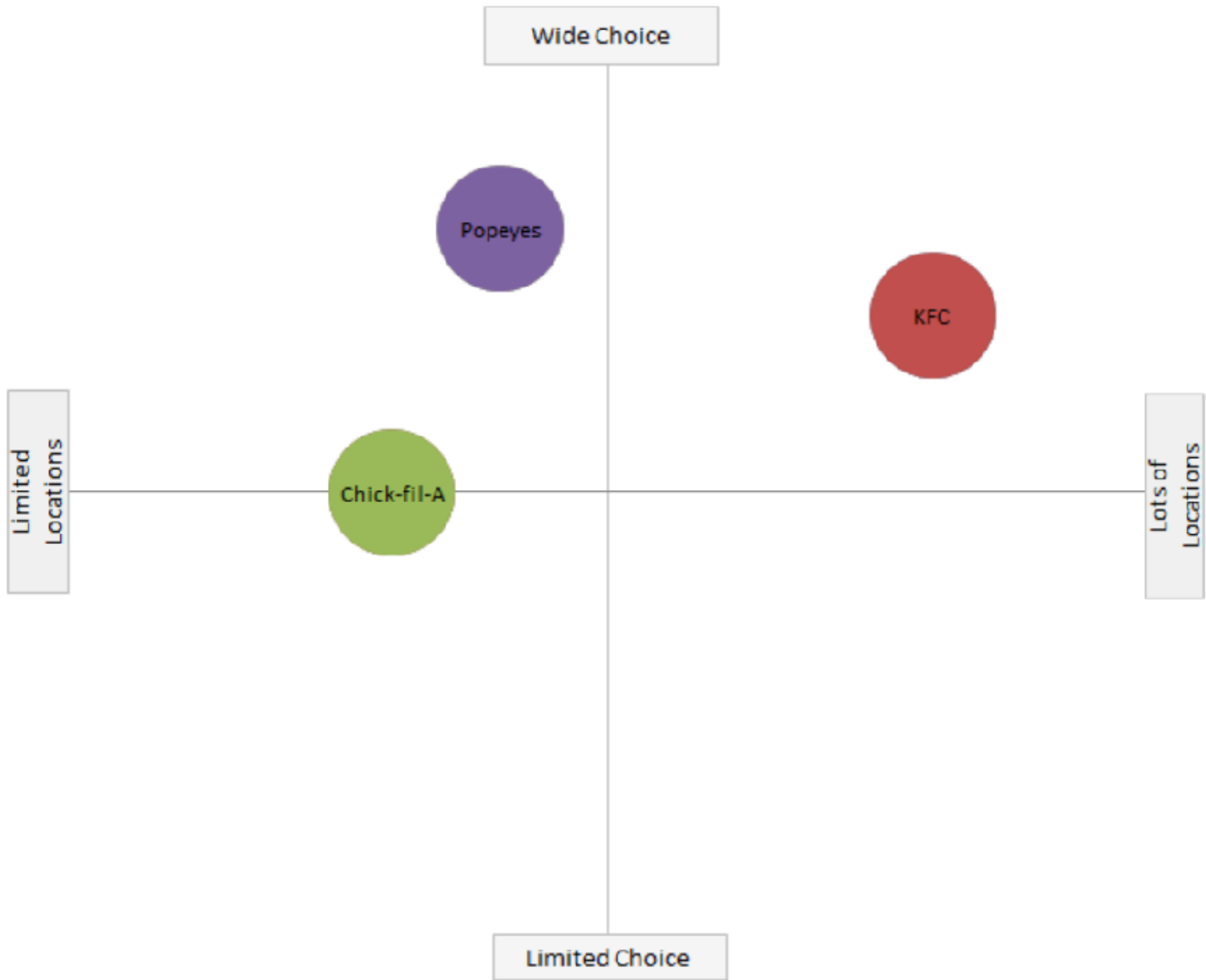


Chick-fil-A

# Fried Chicken Restaurants Perceptual Gaps



# QSR - Chicken-focused



# Activity

Ad Campaigns, sales promotions, etc.

# Current KFC Ads

KFC is currently running ads that are comedic and targeted at millennials. We want to increase their sales and influence by targeting a different demographic and appealing to emotion.

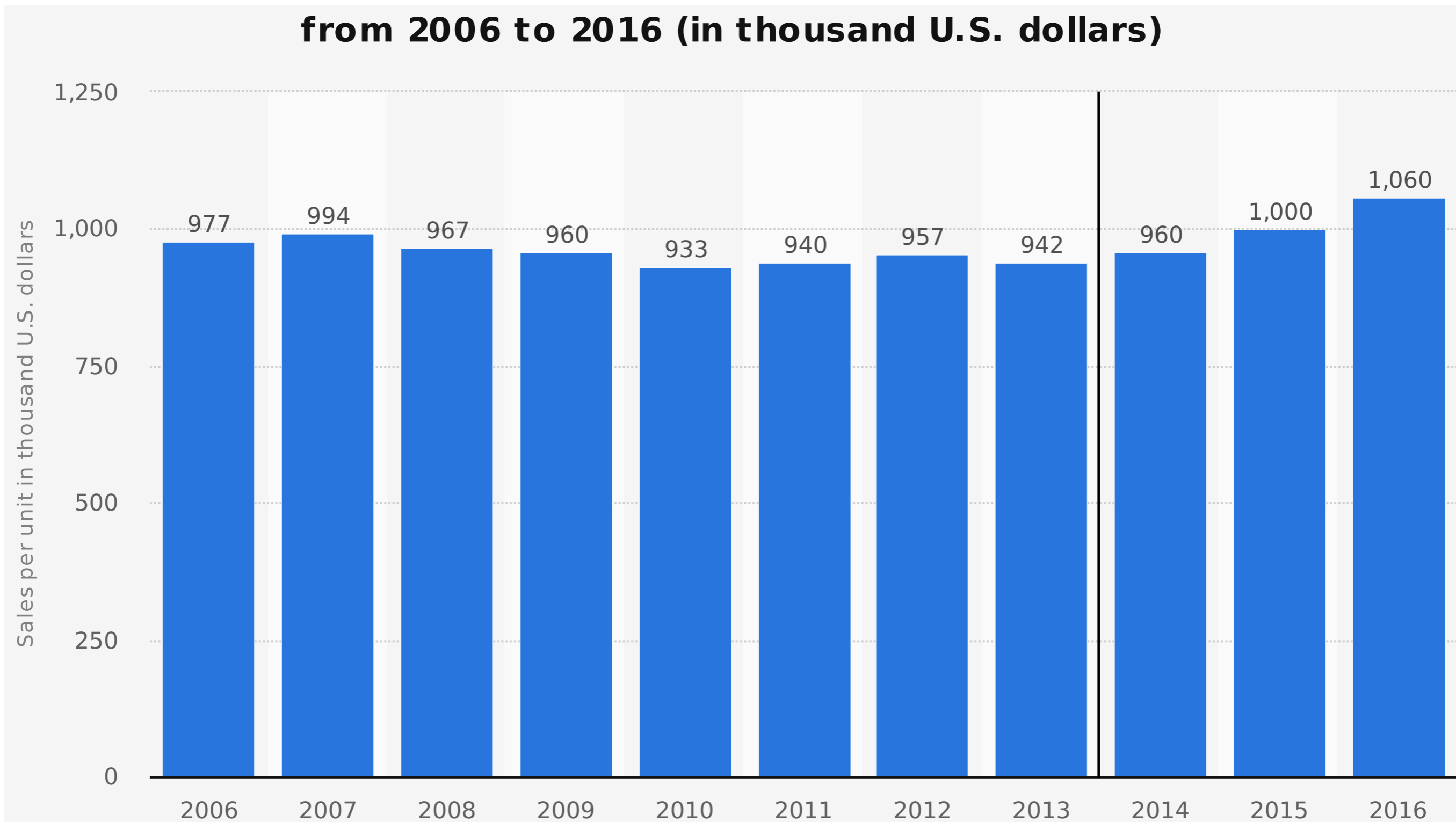
# Past KFC Advertising Campaigns



# Average Sales per Restaurant

Increased sales after campaigns to feature real chicken and reintroduction of the colonel

**from 2006 to 2016 (in thousand U.S. dollars)**







PROMOTIONS CHICKEN SANDWICHES MEALS \$5 FILL UPS SIDES CLASSICS DESSERTS DRINKS SAUCES



**JOIN THE COLONEL'S CLUB**

FIND A KFC STORE NEAR YOU

*KFC Ltd*

**QUALITY CHICKEN GOODS FOR YOUR EVERYDAY LIFE**



# Real Chicken

- Previous sale decline due to dissatisfaction with KFC's food quality and rumors that it didn't use real chicken
- "KFC — it is fake so they cannot actually use the word chicken."



# New Product Activity

- Nashville Hot
  - One of Nashville's most famous dishes.
- Georgia gold
  - Draws inspiration from barbecue traditions in the south



EXTRA CRISPY™ CHICKEN



EXTRA CRISPY™ TENDERS



CHICKEN LITTLES™



EXTRA CRISPY™ CHICKEN



EXTRA CRISPY™ TENDERS



CHICKEN LITTLES™

# Positioning Statement

Kentucky Fried Chicken provides families and individuals with their globally recognized chicken that is better than any other quick service restaurant. KFC does this by making quality chicken unparalleled in flavor and tradition.

# Target Market Analysis

- Primary
  - Men ages 25-64
- Secondary
  - Families with children



# Insights and Single Minded Selling Idea

- Insights
  - When people think of fried chicken, they think of KFC.
  - People feel a connection to foods that represent culture.
- Single Minded
  - KFC is an international American food icon

# Icons Aren't Made Overnight

*Tagline*

# Print Advertisements



# Execution 1

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**Theme:**  
**KFC's International Presence**

**Image:**  
**A bucket with passport stamps from the 118 countries that KFC has franchises in**

**Copy:**  
**Relate to how Harland Sanders achieved his version of the American dream**

*The Man That  
Introduced*  
**KENTUCKY**  
*To the world*

**KFC**



# Execution 2

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**Theme:**  
**KFC's International Presence**

**Image:**  
**World map with KFC buckets placed where there are actual restaurants. The larger the bucket, the higher the concentration**

**Copy:**  
**Jab at competition for the fact that KFC may not lead in US sales, but as a brand, they are recognized around the world**

*Their chicken crosses roads...*



*Our's crosses seas.*

*(Over 20,000 restuarants worldwide)*

**KFC**



**REACH**  
KFC EDUCATIONAL GRANT PROGRAM®



- Provides educational grants to KFC employees
- Continue to give money and promote the program



**KFC**

Sponsored · 🌐



This holiday season we are pledging to give \$500,000 to our REACH educational program. This money provides college grants to our KFC employees to help them achieve their dreams. [#KFC](#) [#BucketsForDreams](#)



👍 Like

💬 Comment

➦ Share

# Television Commercial

## Success Story

Length: 30 Seconds

### Scene 1

**Description** You see Colonel Sanders, age 7, wearing his infamous string tie with a white button down shirt. He's standing in front of the stove where there are a couple pots and pans and the ingredients to make fried chicken on the counter.

**Audio** Music

**SFX** None

**Length** 3 seconds



### Scene 2

**Description** Close up of the his hands as he takes the chicken and rolls it in the flour and egg.

**Audio** Music

**SFX** None

**Length** 3 seconds



### Scene 3

**Description** See the pot of oil and see the chicken being dropped in.

**Audio** Music

**SFX** Sizzle of frying

**Length** 2 seconds



### Scene 4

**Description** Medium shot of him taking the chicken out of the pot with tongs and throwing it in the air. You follow the chicken into the air where all you see is a white background.

**Audio** Music

**SFX** None

**Length** 4 seconds



### Scene 5

**Description** The chicken comes down from the same spot with the same background and lands in a KFC bucket.

**Audio** Music

**Dialogue** (starts as the chicken starts to fall) With over 20,000 locations in 125 countries

**SFX** None

**Length** 4 seconds



### Scene 6

**Description** You see a wide shot of a Colonel Sanders as a young adult, with his string tie and white button down shirt with the KFC logo on it. He hands the bucket to a smiling little girl.

**Audio** Music

**Dialogue** Harland Sander's hard work has made this little restaurant an international success story

**SFX** None

**Length** 5 seconds



### Scene 7

**Description** You see Sander's back, just like we did in the first shot. He watches the family walk away with the bucket of chicken.

**Audio** Music

**Dialogue** Because, in case you can't tell, icons aren't made overnight

**SFX** None

**Length** 5 seconds



### Scene 8

**Description** Call to action with logo and their phone number, website, and any other additional information

**Audio** Music

**Dialogue** Kentucky Fried Chicken, it's finger lickin good

**SFX** None

**Length** 4 seconds



# Online Campaign

**Why did the chicken cross the globe? Because it had a dream.**

- The KFC website would feature an interactive globe where users could click on different states and countries to see user-generated content. The content would be submitted with a hashtag or geo-location tag.



# Sales Promotion

- Each bucket of chicken sold will have a peel off at the bottom of it.
- Prize structure
  - First prize: \$100,000
  - Second Prize: \$50,000
  - Third Prize: \$25,000
  - If you do not win the money prize, everyone still wins something (drink, side, cookie, etc.)



The **KFC**

#BucketsForDreams

**Step 1:**

Enjoy your  
fresh,  
hand-battered  
chicken

**Step 2:**

Peel the tab  
below for a  
chance to win  
cash prizes

**Step 3:**

Win cash  
to help make  
your dream  
a **REALITY.**

No purchase necessary. This label has no cash value until redeemed through a participating KFC franchise. By participating in this sweepstakes you agree to be featured in KFC related media. All rights reserved.



CONGRATS!



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**Thank  
You**