



ASIA

KFC Leverages Mobile to Drive Awareness and Consideration



Industry
Food

Solution
Identifying Target Audience, Engaging with Customers, Acquiring New Users

About KFC

Kentucky Fried Chicken, popularly known as KFC, is the second-largest global fast-food chain. Founded by Colonel Sanders, KFC revolutionized the fast-food industry by identifying the franchising concept's potential early on, thwarting the dominance of hamburgers, and emerged as one of the first American food franchises to expand globally. Their world-renowned taglines such as "It's Finger Lickin' Good!", "Nobody does chicken like KFC", and "So good" stand as a testament for the drool-worthy Fried Chicken they deliver every single time.

The Highlights

38 Million

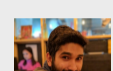
unique users reached

40 seconds

was the average engagement time spent on the glance card



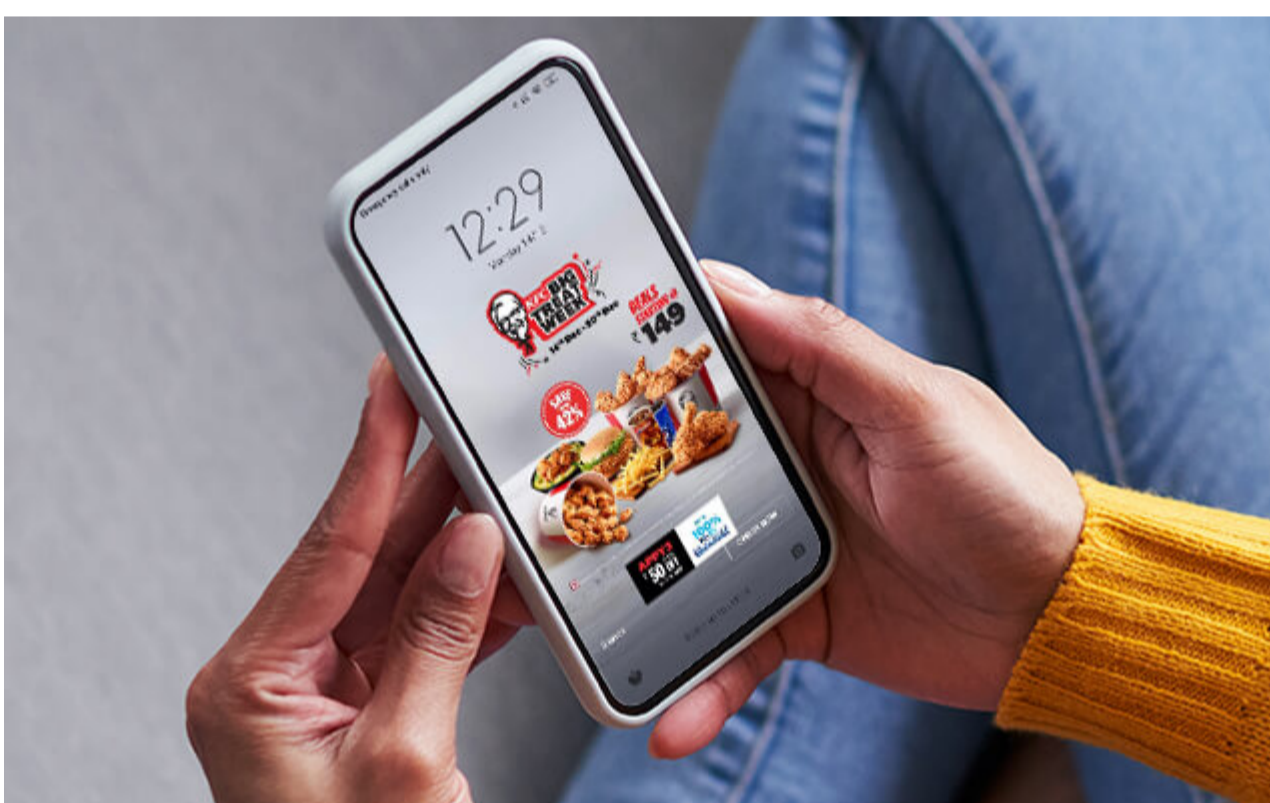
"We have always been pioneers in delivering contextual experiences for consumers, and this time, when we intended to reach Indians on their mobile phones to promote our exclusive campaigns, we saw phenomenal results. Not only did we launch multiple campaigns, but we also have seen consistently high engagement on all of them."



Arjun Singh
Brand Manager - Digital & Social, KFC

The Brand Objective

Intending to deliver delightful consumer experiences, KFC launched multiple campaigns to enable their consumers to enjoy chicken at value-based prices. To popularize these campaigns, KFC needed a platform to reach consumers on the go and deliver high awareness and own consumer mindshare according to their content consumption patterns. With the increase in smartphone usage, KFC aimed to launch its campaigns through a visually appealing, easy-to-captivate, always-on device, the mobile.

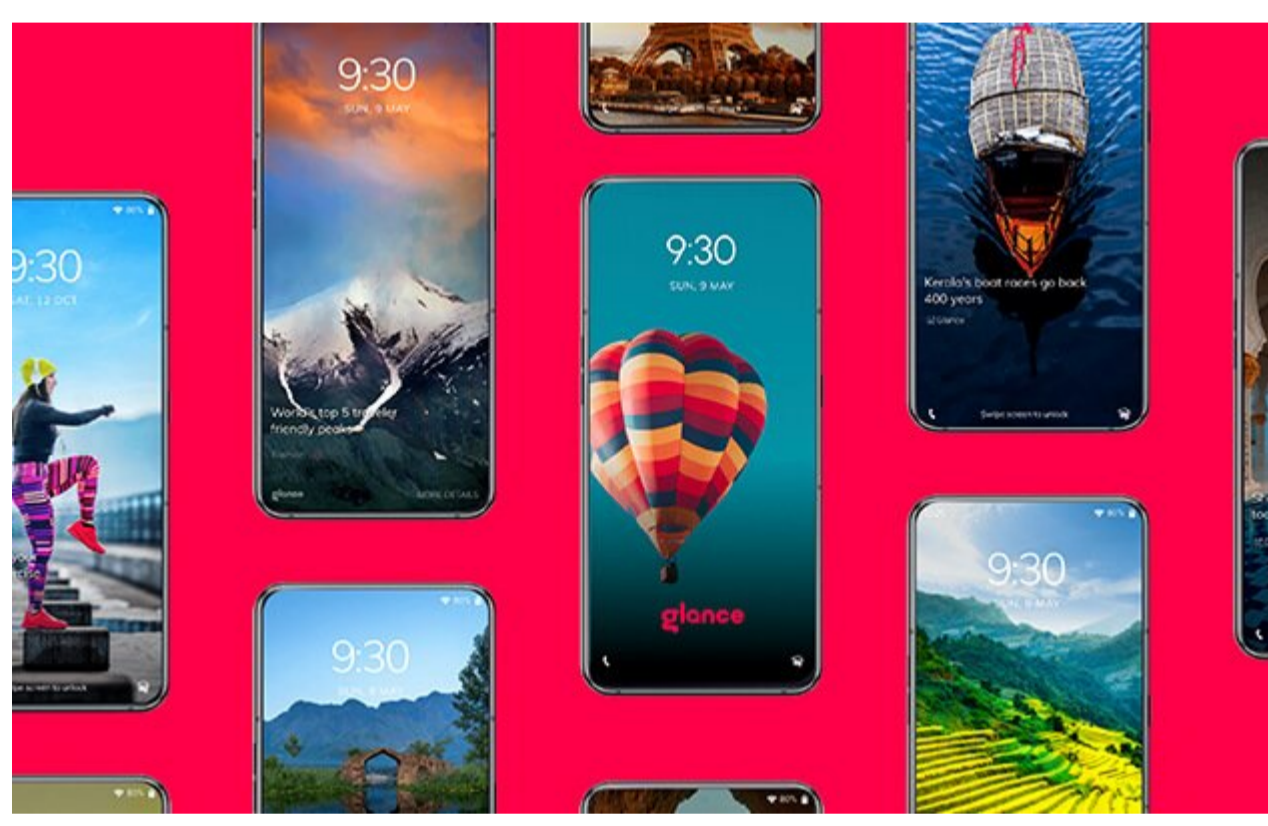


The Solution

Partnering with InMobi, KFC launched its ad campaigns on the lock screens of mobile users.

Delivering Screen-zero Experiences on Glance

While the objective of the brand was to reach out to consumers in India, it was paramount for the brand to deliver a non-intrusive and seamless experience that consumers would love to engage in. Hence, the brand leveraged Glance, a platform that delivers screen-zero experiences to users without having to unlock their phones.



Identifying the Audiences in India

The first step in the campaign was to identify food enthusiasts, millennials, corporate employees, and urban residents in India who are the brand's key audience. Leveraging Glance, the new premium content space with 115 million DAUs, 23 minutes of average dwell time, and 80% successful ad recall, the brand identified and reached out to these audiences.



Launching High Engagement Campaigns

Once the brand identified the audiences, the next step was to launch the prime campaigns to these audiences. KFC launched three prime campaigns; 1. The Big Treat Week, 2. KFC Value Burgers and 3. KFC Wednesday Bucket, with immersive creatives that depict the incentivized model of promoting with discounts.

The creatives showcased the offer details along with a discount coupon or a cashback that enables the user to avail the offer. This incentivization generated interest among audiences and encouraged them to order the meal upon clicking on the CTA "Order Now," seen on the ad. The CTA redirects the users to the KFC website, where they can directly place the orders.

To measure the lift, the brand conducted a brand-lift study for 'The Big Treat Week' campaign, with a total sample size of 800, 400 each of the control and exposed groups. The study revealed a significant lift of 7% in purchase intent among the exposed group of audiences.



Ad Creative 1



Ad Creative 2



Ad Creative 3

The Results

The lock screen ads drove phenomenal results.

Campaign Name	Widest Reach	Highest Engagement Time
The Big Treat Week	38 million unique users	27 seconds average time spent on the Glance card*
KFC Value Burgers	28 million unique users	40 seconds average time spent on the Glance card*
KFC Wednesday Bucket	12 million unique users	7 seconds average time spent on the Glance card*

*3 seconds of average engagement noted on Glance platform.