



MARKETING

CHALLENGE

2024



In partnership with



The Brief



Can you help KFC get more finger lickin' chicken delivered to customers?

KFC launched their own delivery service last summer (2022). It's accessible via the KFC app.

KFC are looking to increase the share of total delivery orders with a focus on deliveries through the app.

They are aiming to achieve this by:

- ❑ Increasing the number of customers that are ordering delivery
- ❑ Increasing the frequency of delivery orders across all customers

Can you build a campaign that runs across any given quarter (your choice) to increase the number and frequency of delivery purchases via the KFC App?

But remember, despite having their owned delivery service, KFC still rely on delivery partners such as Deliveroo, Just Eat, etc. to deliver to consumers across the UK. This campaign needs to promote KFC delivery, but not compromise the valuable relationships with these delivery providers.



The Details of the brief

Objective: Increase the share of KFC app delivery transactions from 10% of total transactions to 15% whilst maintaining or increasing the average delivery value of £22. Current weekly transactions are 500k – this includes both in store and delivery transactions.

Campaign: We would like to see a campaign that spans any given quarter of the year (please specify which quarter you have chosen and why). The campaign should target relevant audiences (please specify which audience(s) you are targeting, how and why) to maximise the ROI and feel distinctively KFC. This campaign is limited to the UK and Ireland.

Budget: £1.2 Million (this will need to cover all costs for production and media placement of all proposed marketing material incl. 3rd party costs).

Channels: Feel free to consider all channels appropriate for your creative idea and for the KFC brand.

CTA: To be clear, we want to drive people to the KFC UK/Ireland app to purchase and have it delivered through KFC's delivery service. We'd expect your response to show a strong awareness and understanding of the functionality within the app and of the KFC Rewards Arcade (KFC's loyalty programme).

Database: 10Mil customers in the app.

What success looks like: We are excited to see all of your creative ideas come to life. We will also expect you to demonstrate the ROI for the campaign and have outlined any assumptions you've made to get to this.

Execution: It's up to you what level of detail and format you end up presenting your response in.

***All figures on this slide are fictitious and for the purposes of the challenge only**



Our Audience



The KFC customer need states

There isn't one type of KFC customers – almost everyone is a KFC customer in some way, and everyone comes to us for a different reason. To reflect this, focussing on need states can help to feel truly relevant to all audiences – the below is not an exhaustive list and you are encouraged to do your own customer research that is specific to the objective. Where possible show us how you would identify and target the right audience in the media channels you have chosen.

CONVENIENCE

Customers are looking for an easy and convenient option for a quick bite for example lunch during the workday, feeding the family on the move or grabbing some fast food after a night out before getting the last train home.

COMFORT

Customers are looking to food as a source of joy and comfort. Sometimes it is there to give you a mental boost or to brighten your mood at the end of a long day. Think Friday nights in, heading home late, knowing there is nothing in the fridge, so picking up a treat on the way or simply giving yourself a break from cooking.

CELEBRATE

Food plays a central role in celebrations and group occasions for our audiences. This can mean watching the football with your mates, hosting a kids' birthday party, celebrating a special occasion with your family or friends or simply getting together on a Friday night.



KFC: the brand



Brand assets & names you can have fun with (but certainly not limited to):

- ❑ Secret Herbs and Spices
- ❑ It's Finger Lickin' Good
- ❑ The Colonel (but we always treat him with respect!)
- ❑ Secret Recipe
- ❑ Always Original
- ❑ 11
- ❑ Chicken/ Fried chicken/ wing
- ❑ Gravy
- ❑ Bucket/ Bucketloads
- ❑ Spice
- ❑ Twister/ Stacker/ Zinger/ Supercharger
- ❑ Cluck – but don't over-do it.



KFC Campaigns

Below a few examples of recent campaigns that demonstrate the brand mission, personality and world to life.



KFC Campaigns

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KEY BRAND LOGOS

Click on the logos below to download them and use as needed in your presentation:



KFC
KFC



THAT'S HOW IT'S DONE AND
IT'S FINGER LICKIN' GOOD