

Communicate. Involve. Mobilize.

Client Profile

Kentucky Fried Chicken (“KFC”) is a franchise-based quick service restaurant located in over 80 countries and territories around the world. KFC is known for their fried chicken and Colonel Sanders, the stately image that adorns most of their iconic advertising. The original recipe was created in 1940 by Harland Sanders, who started franchising the concept in Salt Lake City in 1952. Next to McDonald’s, it is the most widely recognized fast-food brand in the world. J&A Intergrated Thinking is a full service agency that works with regional franchise groups to promote and grow their business. J&A Integrated Thinking has had a relationship with KFC for four decades, providing local marketing services and media buying for 52 markets and approximately 1,500 retail units.



Client Objective

J&A Integrated Thinking, the agency representing several regional groups of KFC franchisees, sought an opportunity to introduce mobile to their clients and test the effectiveness of the medium for their target audience. Due to a highly competitive fast food landscape, where the customer is faced with nearly unlimited alternatives to KFC, it is critical that KFC presents offers at the moment the customer's urge strikes. Using the mobile channel to accomplish this seemed like a natural solution. With little experience in mobile or campaign execution, J&A sought both a solid technological platform and a strategic partner who could assist in campaign design and execution.

Quick Facts

- Over 6,000 participants
- 14,000 coupons sent
- 13% redemption rate for coupons
- 45% response to survey

Cellit’s Solution

Cellit proposed a comprehensive mobile campaign, dubbed the “KFC Relief Plan”, which provided incredible values to existing and prospective customers via SMS. Using the Cellit Studio platform, the campaign was designed to allow KFC to collect information from participants that would allow segmentation and targeting of users in the future. Each week, the KFC team at J&A sent out a different mobile offer to the database, rotating through buy-one-get-one free (BOGO), a discount (percentage off) or a completely free, smaller value item (such as a small drink). The club was promoted in-store, online, and in traditional media in the market. The stores were able to take advantage of the built-in redemption system found in Cellit Studio, which allowed each store to track the popularity of the individual offers, as well as the specific traffic patterns by store throughout the promotion.



To understand consumer preferences, Cellit designed a post-promotion mobile survey that was sent to all members of the KFC Relief Plan program.

Results

KFC’s Relief Plan was limited to a one month rollout, comprising four distinct offers. The program generated over 6,000 subscribers in the short time-period, with a 94% retention rate to completion. The client saw a significant bump in participation when traditional media outlets were engaged to get the message out – including an email blast to a group of existing subscribers.

During the campaign, the average store redemption was 13%. The follow-up survey further reinforced that consumers preferred some offers over others, allowing J&A Integrated thinking and KFC to better hone content going forward.

