

TITLE OF CASE STUDY: KFC \$10 Sunday Buckets

Campaign Summary:

KFC has the fortune of being one of America's most iconic brands, but like any classic brand there is a constant fight to stay top of mind for consumers in today's world. While competitors continued to introduce new menu items that were quick and designed for the modern on-the-go lifestyle, our core product was perceived as the opposite: a classic food you eat when slowing down and sitting down. This had pushed KFC into the consideration set for special occasions only. In consumer's minds, KFC was most appropriate when everyone had a reason to get together and spend time around the table. KFC addressed this challenge with the \$10 Sunday Bucket campaign, which reasserted the brand's relevance to consumers during a very special day of the week for food and family. KFC sought to help the consumer realize that every Sunday was worth getting together for, with the Colonel's chicken at the center of the table.

Research used:

Brand testing, ethnographics, qualitative, quantitative, Neuro

Campaign Description:

KFC's \$10 Sunday Bucket campaign operated on the insight that **Sunday used to be the day for KFC**. Consumer research showed that not only was the taste of KFC rooted in the past, but that the time and occasion for KFC had usually been Sundays. When asked for their opinions of KFC, many responses began with "I remember when...". KFC had strong ties to pleasant memories from the consumer's past. And often, these memories were tied to Sundays with the family (KFC Focus Groups 2010).

People remembered the taste of KFC and they remembered it fondly. We needed to tap into their existing, though dated, love for KFC. They had the memory. Now, they just needed a solid and compelling reason to go out and get a bucket. We needed to show people that KFC was, and still is, the perfect meal for gathering, bonding and relaxing. And we also knew that all of these behaviors were associated with Sundays. We would use a strategic media buy and compelling creative to stress the strong natural link between KFC and Sundays.

The campaign launched in February 2011 with a :30 & :15 TV commercial, radio, and digital elements. The Media was day-parted to begin running on Thursday nights through Sunday Evenings. It was a national media plan with additional support in certain local markets. The television spots celebrated the universal love for Sundays. Sunday was the best day for many things: games, catching up, hanging out. It was also the perfect day for KFC. We drew the connection between what people loved about Sundays and how KFC was perfectly aligned with it. KFC is the perfect brand to enhance all the things we love about that special day of the week. The Colonel's chicken is the ideal complement to the bonding, catching up, and fun times shared on Sundays.

Business Objective:

Our objectives were very specific. While our ultimate goal was to improve sales by increasing frequency and relevancy, we knew we had to attack this problem with deliberate, specific initiatives. With that in mind, our goal was to activate around the unique characteristics of Sunday to stem the decline in sales. To that end our objectives emerged as follows:

- Increase sales of buckets on Sundays.
- Increase overall sales on Sundays.
- Increase perceptions of value and affordability.
- Build an association between KFC and Sunday.
- Increase relevancy of KFC (show people how it fits into their lives TODAY)

Marketing Strategy:

The creative strategy was simple and direct: First, get people to acknowledge the unique properties of Sunday, and then show how KFC aligned perfectly with those qualities. Sunday is a special part of the weekend, when people gather together to relax and refocus before the beginning of a work week. Culturally, Sunday has become a place to house the best of the week. Sunday boasts the best sports, the best papers, and the best television. Collectively, we've come to save great things for Sundays. Now, we just had to put KFC back in the Sunday dining room. People have come to expect the best from Sunday, and only KFC can offer the world's best chicken to accompany the best moments of the week. The Colonel's chicken is the perfect complement to the best games, articles, television, and bonding the week has to offer. We believe KFC is one of the only iconic brands that deserves to be enjoyed on Sundays along with other cultural landmarks like NFL games, The New York Times, and Mad Men.

The creative was designed to create both logical and emotional associations between Sundays and KFC. It reminded people of how great Sundays are and suggested how the best day of the week could be made even better. The message allowed us to re-ignite taste as our primary point of difference through visuals, as well as dimensionalize our core equity recipes (Original Recipe®, Grilled and Extra Crispy™) by reminding consumers that they could get any recipe, any way they liked it. We accomplished all of this while reclaiming Sundays as a KFC Day that brings friends and family together.

Research Contribution to Campaign's Success:

Without the innovative use of research, the success of the \$10 Sunday Bucket campaign would have been gravely compromised. Broadly speaking, our goal was to present consumers with a value proposition that asserted KFC's relevance and value to consumers, and this is exactly what we accomplished. By leveraging a mix of research approaches, we were able to focus this goal through a specific aperture: Sundays.

Moreover, context/media planning figured significantly in our strategy. Utilizing data from the Bureau of Labor Statistics' American Time Use Study and insights from the Princeton Affect & Time Study (PATS), we were able to identify the optimal days and day-parts to reach consumers when they were most likely beginning to make their Sunday plans. Our focus

groups had told us that the key day for KFC was Sunday, and the ATUS and PATS allowed us to confidently tap into this opportunity in the most efficient and effective way possible.

This unique combination of qualitative and quantitative research yielded spectacular results:

- KFC met Sunday bucket sales goals.
- KFC met Sunday overall sales goals.
- We increased perception of value and affordability by 6 full percentage points.
- The rise of Twitter conversation collected from before, during and after the campaign showed consumers talking about KFC within the context of Sundays. There was a 186% increase in the Twitter impressions during the campaign period showing that we got people to talk about “**Sundays**” along with KFC. This is a very important metric in addition to growing sales data as it shows the broader cultural impact and strength of our Sunday Bucket message.

Most importantly, we were able to firmly build **the association between Sunday and KFC**. By resurfacing a latent desire that people have for KFC we will be able to grow their business across the week and across the menu. This is an important step in their continued growth and transformation. The \$10 Sunday Bucket campaign was a key step in pushing relevance and frequency in the right direction for KFC.

Research Link to Campaign Development:

The strategic planning for this campaign was inspired by a combination of qualitative and quantitative methods and data sources. Brand tracking studies had shown that three key brand attributes -- relevance, value, and affordability -- had suffered among KFC's consumer base. The trending decline in these core brand attributes was a daunting challenge that would call for strong strategic thinking to reverse. Through focus groups, Draftfcb mined for possible solutions to these brand challenges and unveiled a key insight: consumers' memory of KFC is often associated with Sundays. This insight served as the point of departure for the development of the \$10 Sunday Bucket idea.

With quantitative analysis, we were also able to understand the roadmap to the average consumers' week. With raw data from the Bureau of Labor Statistics American Time Use Study (ATUS), we quantified the average consumer's activity over the course of the week by day part. This allowed us to understand how people plan their weekends, and how they choose to spend their Sunday afternoons. We then merged this data with the results from the Princeton Affect & Time Study (PATS) to develop an algorithm that measures the emotional landscape of the average consumer's week. This creative application of discrepant academic research yielded important insights on consumer activities and sentiments, all of which factored significantly in the development of the creative and context/touchpoint plan. This unique combination of qualitative and quantitative research ensured that we were reaching our consumer in an efficient and effective manner in the best times and places possible.