

# E-660-103

## KFC Crispy

**Product**      **Category Entered**  
KFC France      Best of Europe: Retail

## ENTRY DETAILS

### ORIGINAL EFFIE PROGRAM

If you will choose a  
Country without an Effie  
Program, please select  
**OTHER** and specify the  
Country.

Effie France

### ORIGINAL CATEGORY

List the original category in  
which the campaign won a  
Gold or Grand Effie in.

Distribution et Restauration

### COUNTRIES PRESENTED IN THIS CASE

List the markets that this  
entry covers.

France

### PLEASE INDICATE ALL COUNTRIES WHERE THIS WORK RAN.

List all markets where this  
work ran, including those  
markets not presented in this  
case.

France

## INDUSTRY SECTOR

Classify your brand by one of the available industry sectors.

Restaurants & Foodservice

## TYPE OF PRODUCT/SERVICE

Provide a brief (1-15 words) description of the product/service you are entering. Do not include the brand name.

Fast Food Retailer

Examples: Airline, Cosmetic, Credit Card, Streaming Service, etc.

## INDUSTRY/CATEGORY SITUATION

Select one option for your category situation: flat, in decline or growing

Growing

## DATES PRESENTED IN THIS CASE

List the start/end dates for the effort, as it pertains to the data presented in this case.

Date From

2021 Apr 11

Date To

2021 Dec 31

## EFFORT START AND END DATE

Provide the full time span for the entire effort, even if it began before or ended after Effie's eligibility period.

Date From

2021 Apr 11

Date To

2022 Jun 30

# EXECUTIVE SUMMARY

## MARKET BACKGROUND:

Please explain any relevant trends unique to your market that generally shape the marketing environment and/or influence audience response to marketing efforts. (For example, if the government controls all the major media outlets, this may mean that the audience regards products/services they see advertised in this media as having some form of government approval.) Be sure to explain why these factors are relevant. This general background will help the judges better understand and evaluate the more specific story you tell in the remainder of your entry.

France is a strategic and priority market for McDonald's and Burger King: it's the second largest market after the United States for both brands. It is highly dominated by McDonald's in terms of number of restaurants and media investment, and therefore very complicated for a smaller actor like KFC to stand out. Just a few figures :

### Number of restaurants:

- McDonald's: 1500
- Burger King: 300
- KFC: 265

### Gross Media investment (2019):<sup>1</sup>

- McDonald's: 252M€
- Burger King: 79M€
- KFC: 70M€

<sup>1</sup> Kantar 2021

## CASE SUMMARY:

Provide a snapshot of the effectiveness of your case. Summarize the case and its goal. Indicate objectives and how the evidence of results directly relates to those objectives (concrete numbers or percentages vs. general terms like "record sales" or "significant success"). Think of the case summary as a mini-case or an elevator speech.

### **Challenge: KFC hindered by the negative perception of its products**

While McDonald's and Burger King had set about refocusing advertising on their menu items several years ago to meet growing demand for better quality products, KFC was hampered by the negative image of its products. It needed to redefine its promise to shift from being a polarising brand to one that creates desire.

### **Strategy: Celebrate crispiness in a market where "soft" rules**

People love KFC not so much for the chicken but for the crispy coating. Neuroscientists have established a direct link between crispy products and pleasure, thanks to the multisensory experience involved: smell, taste, sight but also sound.

### **Budget & Creative Approach: Crispy Porn!**

Channelling a major portion of the brand's media budget into promoting permanent rather than temporary menu items, we made the crispy, crunchy coating the central focus, featuring specific wording, sounds, music and stunning close-up of its products. Posters were used as the main medium to make consumers salivate in the vicinity of restaurants.

**Results: 2021, a record year**

- Sharp improvement in perception of product quality: +12.4%
- Consideration reached record levels : 15.3%
- Footfall to KFC restaurants leaped: 66.7 million visits in 2021, 4% up on 2019, at a time when fast food had declined by 16% – a difference of 20 percentage points)
- Revenue growth reached 10-year record levels: +8% vs. 2019 (for a similar number of restaurants)
- KFC won back market share in a fiercely competitive marketplace: 5.6% in 2021 vs. 5.4% in 2019

## SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES - 23.3% OF TOTAL SCORE

This section provides the judges with the background to your challenge & objectives. In this section, judges evaluate whether they have the necessary context about your industry category, competitors, and brand to understand your entry and the degree of challenge represented by your objectives.

### 1A. BEFORE YOUR EFFORT BEGAN, WHAT WAS THE STATE OF THE BRAND'S BUSINESS AND THE MARKETPLACE/CATEGORY IN WHICH IT COMPETES?

What was the strategic communications challenge that stemmed from this business situation? Provide context on the degree of difficulty of this challenge and detail the business need the effort was meant to address.

Provide context about your brand and business situation, including main competitor spend, position in market, category benchmarks, etc. What were the barriers you were tasked to overcome?

#### **Put a stop to eight years of poor performance**

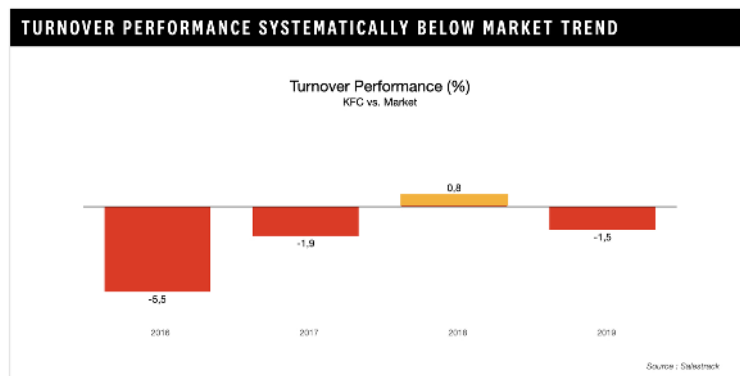
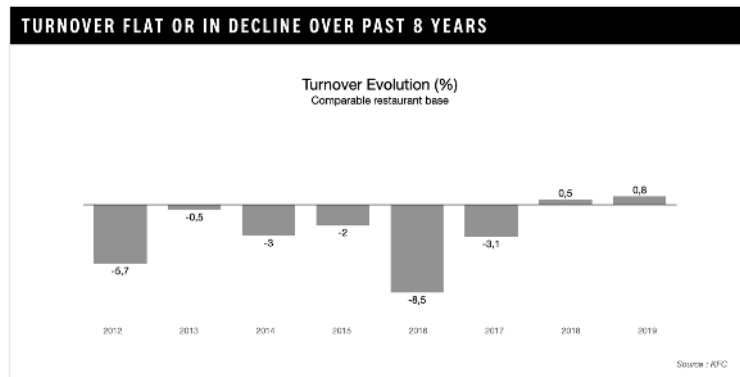
KFC's sales had been flagging since 2012, and were consistently below the average for the fast food market. This was in spite of an increase in chicken consumption in France (second main source of protein in the French diet).

Even in 2019, when the market was fueled by the development of delivery services, growing by 2.3%, KFC sales grew just 0.8% (for the same number of restaurants).<sup>1</sup>

- KFC market share stagnated at 5.4% for 265 restaurants, way behind Burger King, which had made a comeback in France several years ago and boasted 9.1% market share for 300 restaurants.<sup>2</sup>
- Worse still, the penetration level was dropping and the most loyal customers were leaving the brand.<sup>3</sup>
- By the end of 2019, 80% of French consumers said they didn't eat at KFC or very rarely, versus 65% for Burger King, which operates a similar number of restaurants.<sup>3</sup>

Keep in mind judges may not be familiar with your brand's industry. This context is critical for judges to understand your degree of difficulty.

(Maximum: 375 words)



In an attempt to reboot the brand, in 2017 KFC took a fresh approach by putting Colonel Sanders – the legend behind the brand – at the heart of its campaigns. He was shown riding on the backs of two crocodiles and strolling over a submarine. The ads ensured cut-through and the brand gained in attribution. But despite a significant increase in media budget, there was nothing to be done: post-testing showed that Colonel Sanders had little impact on driving footfall to the brand's restaurants.<sup>3</sup>

### **Complete overhaul was needed to reverse the negative trend**

Our intuition told us, that in some way, Colonel Sanders had stolen the limelight. We took a deep dive into KFC's market research and found that the main problem facing the brand was its poor product image.

Like for all food products, quality and taste are the main levers for earning approval for fast food brands.<sup>3</sup> However, the image of KFC products lags considerably behind that of Burger King and McDonald's<sup>4</sup>, both of which refocused advertising on their products in recent years.

To rekindle interest in KFC, it was crucial to revive consumer interest in its products. But to avoid setting off on the wrong track, we first tackled an issue that was bothering us: was it really a matter of perception or were KFC products really poor quality?

## **1B. DEFINE THE AUDIENCE(S) YOU WERE TRYING TO REACH.**

Why is this audience important to your brand and the growth of your brand's business?

Describe your audience(s) using demographics, culture, media behaviors, etc. Explain if your target was a current audience, a new audience, or both.

What perceptions or behaviors are you trying to affect or change?

(Maximum: 300 words)

### **Fast food fans reluctant to go to KFC**

To determine whether there really was a quality issue or that it was simply a matter of perception, we organized tasting sessions for fast food fans who were reluctant to go to KFC restaurants.

Before the sessions, they all shared the same negative opinions: "It's not real chicken". "You don't know what's under the coating." "It looks disgusting." But after the tasting sessions, they'd completely changed their minds and were highly enthusiastic: "It's actually really good!". "It's nice and crispy, much better than Nuggets." "I didn't realize that Tenders were real chicken fillet and not reconstituted chicken."

**This confirmed our intuition, and the advertising goal became crystal clear: we had to reverse the negative perception of the brand's products.**

But how? And what was the brand's message? While all brands have embraced "food porn" – claiming they offer the best grilled bacon or the most delicious melted cheese – what makes KFC products so special? That they're chicken-based when all other brands offer beef? Is talking about "chicken" enough to create desire?

## **1C. WHAT WERE YOUR MEASURABLE OBJECTIVES? WHAT WERE YOUR KEY PERFORMANCE INDICATORS (KPIs) AGAINST YOUR OBJECTIVES?**

Provide specific numbers/percentages for each objective and prior year benchmarks wherever possible. Provide context, including category background, for why the objectives were important for the brand and growth of the business.

(Maximum: 275 words)

**The aim was to restore KFC's positive growth trajectory, based on a simple approach:**

Improve product image => to (re-)create desire for the brand => and thus generate more business.

In concrete terms:

### **1. Improve product image**

- Reverse the negative perception of the brand's products, which had been declining since 2016
- Reverse the negative perception of the brand's value for money (in the fast food business, pricing is as crucial as quality)

### **2. (Re-)create desire for the brand**

- Strengthen consideration

### **3. Generate more business**

- Increase footfall
- Significantly increase sales (to take them above market average)
- Win market share

*Note: due to the pandemic and the lockdowns in 2020, 2021 figures are compared with those from 2019*

## ADDITIONAL LOCAL & CULTURAL CONTEXT: SECTION 1

This question is unique to the Best of Europe form and should be crafted with the judges in mind. While judges are global marketers, they may not be familiar with the unique nuances within the market in which your case ran. Provide them with any context here that will help them better understand your responses in Section 1.

### SECTION 1: SOURCING

Provide sourcing for all data provided in Section 1: Challenge, Context & Objectives. Use superscript to link data points and sources. Include source of data, type of research, time period covered, etc.

<sup>1</sup> *Salestrack 2019*

<sup>2</sup> *Euromonitor 2019*

<sup>3</sup> *YouGov - Brand Image Tracker 2019*

<sup>4</sup> *Agency Brand Efficiency 2020*

## SECTION 2: INSIGHTS & STRATEGIC IDEA - 23.3% OF TOTAL SCORE

This section prompts you to explain your strategic process and thinking to the judges. Your idea should be borne from these unique insights. Judges will evaluate how inventive and effective the idea and strategy are in meeting the communications challenge.

### 2A. STATE THE INSIGHT THAT LED TO YOUR BIG IDEA. EXPLAIN THE THINKING THAT LED YOU TO YOUR INSIGHT.

Some insights come from research, data, and analytics. Others come from inspiration. Describe yours here.

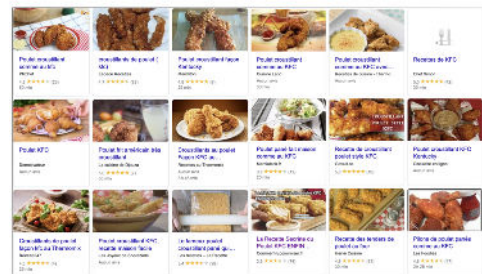
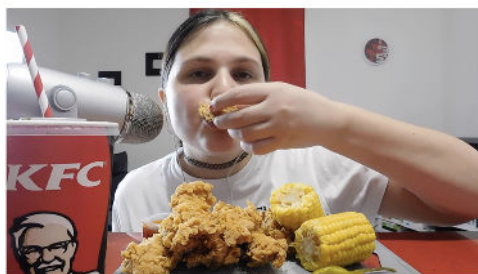
#### **People love crispiness more than the chicken**

We talked to KFC fans on Twitter and YouTube. We learned that what makes them crazy about the brand isn't the chicken itself, or Colonel Sanders' smart outfit – it's the crispy coating. That double layer of crispy coating that crunches when you bite into it and holds sauces better than other kind of fried chicken.

Keep in mind, an insight is not merely a fact or observation based on research; it is the strategic insight, unique to your brand and audience, that was leveraged to help meet your objectives. Your insight may be a consumer insight, a channel insight, marketplace insight, etc.

(Maximum: 300 words)

There are hundreds of videos of people trying to reproduce the famous KFC crispy, crunchy coating. And there are some people who do Autonomous Sensory Meridian Response (ASMR) sessions using KFC products to create a brain-tingling feeling.



### **Crispiness gives more pleasure because it delivers a multisensory experience**

According to research led by Professor Charles Spence who runs Oxford University's Crossmodal Research Laboratory as part of the Experimental Psychology department, there is a strong link between crispiness and the pleasure of eating. This is because crispy food offers a multisensory experience: like all food, it appeals to sight, smell and taste but it also appeals to sound. <sup>1</sup>

**Voilà! We'd put our finger on how to raise the profile of KFC products: people love crispy food because it gives more pleasure.**

What's more, KFC is the only player in the market that can make this claim! In a market where "soft" is a central feature of both BigMacs and Whoppers, what better way to spotlight what makes KFC special and to re-energize its image than focusing on the crispiness of its products?

## **2B. IN ONE SENTENCE, STATE YOUR STRATEGIC BIG IDEA.**

What was the core idea that drove your effort and led to the breakthrough results?

What was at the very heart of the success of this case?

The big idea is not the execution or tagline.

(Maximum: One-Sentence: 20 words)

**It's better when it's crispy** (KFC offers a multisensory dining experience, which means more pleasure)

## **ADDITIONAL LOCAL & CULTURAL CONTEXT: SECTION 2**

This question is unique to the Best of Europe form and should be crafted with the judges in mind. While judges are global marketers, they



may not be familiar with the unique nuances within the market in which your case ran. Provide them with any context here that will help them better understand your responses in Section 2.

## SECTION 2: SOURCING

Provide sourcing for all data provided in Section 2: Insights, Strategy & Your Strategic Idea. Use superscript to link data points and sources. Include source of data, type of research, time period covered, etc.

<sup>1</sup> *Eating with our ears: assessing the importance of the sounds of consumption on our perception and enjoyment of multisensory flavour experiences, Charles Spence – March 2015*

## SECTION 3: BRINGING THE IDEA TO LIFE - 23.3% OF TOTAL SCORE

This section relates to how and where you brought your idea to life – including your creative, communications and media strategies and the work itself. Judges are looking to understand why you chose specific media channels and how they relate to your strategy and audience. Judges will be providing their score for this section based on the information you provide in Question 3, the Media Addendum, and the creative work as presented in the creative reel and creative images. Between the creative examples and your response to this question, the judges should have a clear understanding of the creative work that your audience experienced and how the creative elements worked together to achieve your objectives.

### 3. HOW DID YOU BRING THE IDEA TO LIFE? EXPLAIN YOUR IDEA AND YOUR OVERALL COMMUNICATIONS STRATEGY. IF APPLICABLE, HOW DID YOU OPTIMIZE AND ADAPT THE STRATEGY?

Describe the customer experience and/or media eco-system.

Elaborate on your communications strategy, including the rationale behind your key channel choices.

#### **Five areas of focus for the strategic crispy-centric campaign**

##### **1. Make the crispy, crunchy coating the central feature**

The product is the star of the campaign through tantalizing close-ups on posters, in TVCs and on social media.

We defined clear guidelines for spotlighting the crispiness:

Why were your channel choices and media strategy right for your specific audience and idea? Your explanation below must include which specific channels were considered integral to your media strategy and why.

Describe why certain strategies for different markets were chosen. Why were your channel choices and media strategy right for your specific audience and idea? Your explanation below must include which specific channels were considered integral to your media strategy and why.

(Maximum: 575 words)

- Lighting: sharp lighting and backlighting to highlight the texture of the crispy coating.
- Focus: shallow depth of field to create more volume and bring out the crispy crustiness
- Textures: play on the contrast between the crispy coating and the melted cheese
- Language: play on the contrast between words, ideas and sensations
- Sound: a new audio signature that reproduces the sound of the crispy coating when it's bitten into to stimulate the senses



## 2. Position Colonel Sanders as the guarantee of quality

The Colonel's original recipe remains unchanged: in every KFC restaurant, the freshly prepared chicken fillets are hand-breaded with a double layer to make them really crispy. In line with the new strategy, rather than being used as an advertising puppet, Colonel Sanders takes on the role of delivering on KFC's promise of quality. In the relaunch commercial, French consumers discover the Colonel in his kitchen in 1953, preparing his famous Tenders against a backdrop of "Crispy", a rap track exclusively written as the brand's new audio signature.



## 3. Drastically shift media investments to revive the brand's image

To restore the brand's image among "reluctant" consumers (rather than encouraging regular customers to eat at KFC even more often):

- Media investments in brand communications focusing on its permanent menu items were significantly increased – from 55% in 2019 to 90% in 2021 – shifting the focus away from temporary items (from 45% of ad spends in 2019 to 10% in 2021).<sup>1</sup>
- Ad spends on poster campaigns were stepped up: from 0% of ad spends in 2019 to 11% in 2021, installed especially in the vicinity of restaurants and featuring mouth-watering visuals.<sup>1</sup>

## 4. Develop another level of communications to emphasize product quality

Through mouth-watering visuals, crispiness was the major thrust of the campaign. But we knew this wouldn't be enough to boost footfall if people didn't trust the quality of the chicken beneath the crispy coating. So we developed another angle to promote the quality of the chicken used.

But because KFC is all about the exciting crispy coating, we had to think out of the box.

So in partnership with the French Football Federation (FFF), we celebrated how KFC has selected 300 French poultry farmers with a commercial featuring a chicken juggling an egg like a footballer. Another commercial showed a fox prowling around outside a KFC restaurant at night as if it were a chicken coup right in the city.



### 5. Make every brand message an opportunity to bring a little “crispy” excitement into people's lives

Eating at McDonald's is so banal. Burger King? Cool but conventional. When it comes down to it, KFC chicken fans tend to be a little special, given that the market is predominantly beef-based and that most brands focus on “soft” menu items.

To engage more closely with customers, in addition to the products themselves, we adopted a more fun, quirky tone of voice in line with the “crunchy” focus. The result is the image of an ever-so-slightly zany mate who makes eating out so much fun, adopted for all media deployed – commercial voiceovers, a new Twitter editorial focus, activations for the reopening of cinemas and the Black Fry Day promotional event.



## ADDITIONAL LOCAL & CULTURAL CONTEXT: SECTION 3

This question is unique to the Best of Europe form and should be crafted with the judges in mind. While judges

are global marketers, they may not be familiar with the unique nuances within the market in which your case ran. Provide them with any context here that will help them better understand your responses in Section 3.

## SECTION 3: SOURCING

Provide sourcing for all data provided in Section 3:

<sup>1</sup> Media Agency

Bringing the Idea to Life. Use superscript to link data points and sources. Include source of data, type of research, time period covered, etc.

## SECTION 4: RESULTS - 30% OF TOTAL SCORE

This section relates to your results. Be sure to provide context (category, prior year) and explain the significance of your results as it relates to your brand's business. Tie results back to the objectives outlined in Section 1 - your response to **OBJECTIVE QUESTION** - objectives will appear above your response to **RESULTS QUESTION** as a reference to judges.

Because Effie has no predetermined definition of effectiveness, it is your job to prove why this case is effective: why the metrics presented are important for your brand and business/organization within the context of the submitted category.

Entrants are encouraged to use charts/graphs to display data whenever possible. Your response to RESULTS QUESTION may contain **up to five charts/graphs**.

As with the rest of the entry form, provide dates and sourcing for all data provided.

FOR REFERENCE ONLY - THE ENTRANT'S RESPONSE TO QUESTION 1C. (OBJECTIVES/KPIS) WILL BE DISPLAYED HERE AS A REFERENCE FOR JUDGES.

4A. HOW DO YOU KNOW IT WORKED? EXPLAIN, WITH CATEGORY AND PRIOR YEAR CONTEXT, WHY THESE RESULTS

# ARE SIGNIFICANT FOR THE BRAND'S BUSINESS.

Results must relate to your specific audience, objectives, and KPIs. Provide a clear time frame for all data shown.

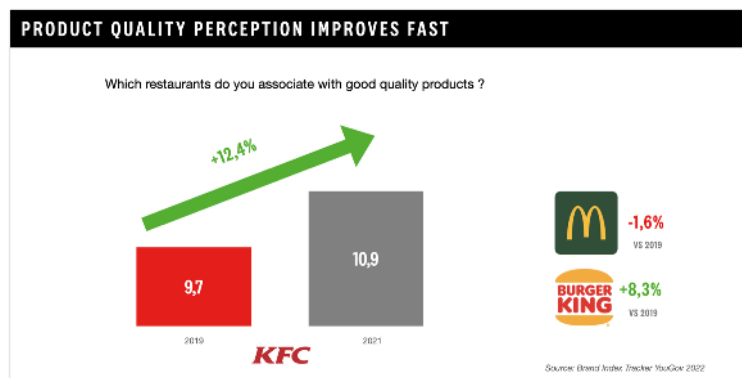
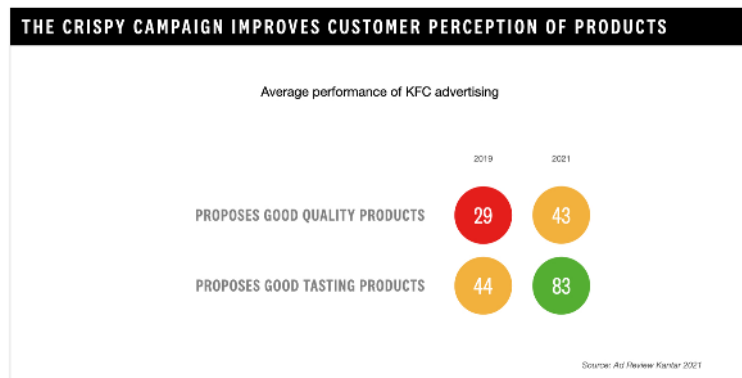
(Maximum: 500 words)

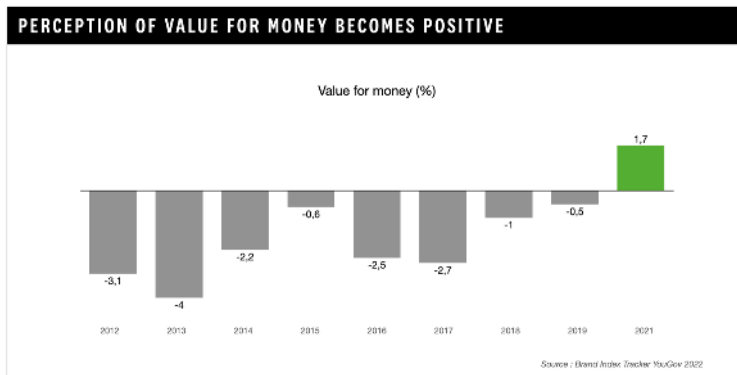
The brand revival campaign kicked off in April 2021. Since restaurants were closed due to the Covid-19 pandemic in 2020, we have compared 2021 figures to those from 2019 (even though not all restaurants had reopened by 11 May 2021).

## 1. The “crispy” focus significantly enhanced perceptions of product quality

The results of campaign post-testing between 2019 and 2021 show the direct impact of the new communications campaign on consumers' positive perception of the brand's products.

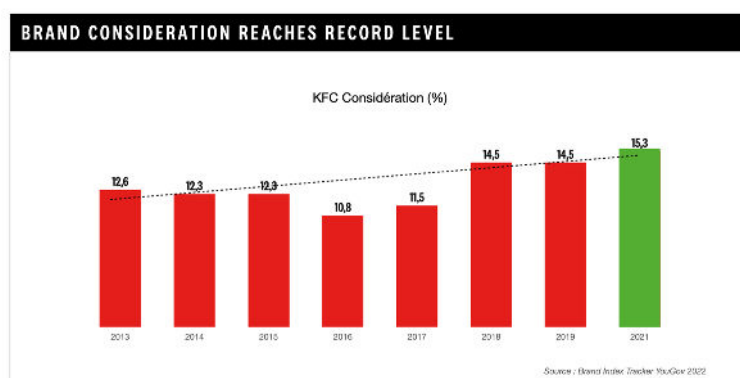
Product quality perception improved by 12.4% between 2019 and 2021 (better than McDonald's and Burger King). For the first time in eight years, consumers said they had a positive perception of KFC's value for money! <sup>1,2</sup>





## 2. Alongside an enhanced product image, brand approval has reached record levels in France

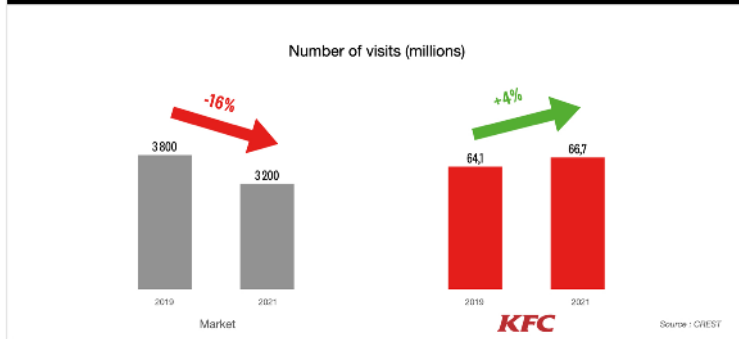
For the first time since KFC opened for business in France, brand consideration has exceeded 15%.<sup>2</sup>



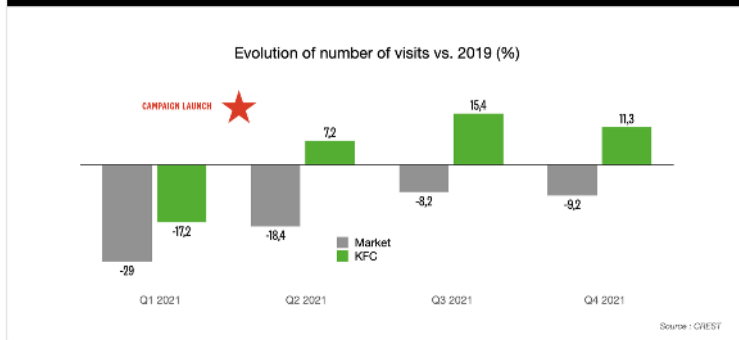
## 3. The significant improvement in brand image and desirability has given a major boost to business performance (visits, revenue and market share).

KFC recorded 66.7 million visits to its restaurants in 2021, 4% up on 2019, at a time when fast food had declined by 16%. Focusing just on Q2-Q3-Q4 (when the campaign was being rolled out), the impact is even greater: visits to KFC restaurants increased by 11%, while the market was down by 12% (this amounts to a 23-point difference with the general trend).<sup>3</sup>

### KFC OUTPERFORMS THE MARKET IN NUMBER OF VISITS

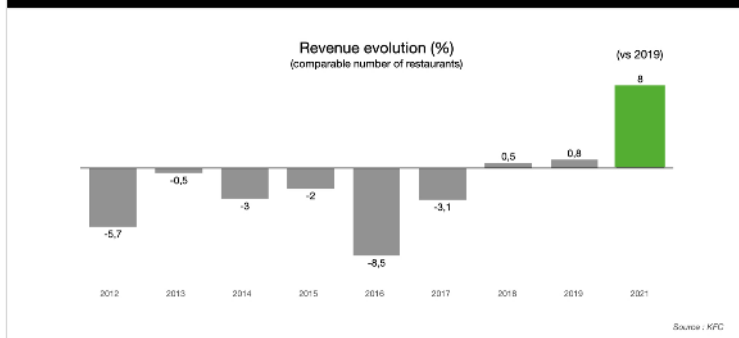


### KFC OUTPERFORMS THE MARKET IN NUMBER OF VISITS



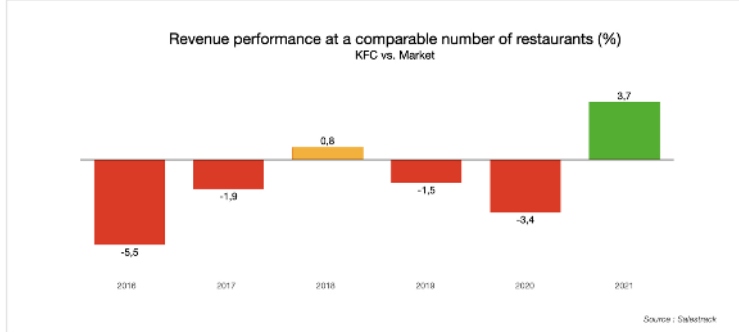
This has translated into a record rise in sales: for a comparable number of restaurants, 2021 sales grew by 8%, the biggest increase since 2012. KFC has outperformed the competition, enabling it to win market share (growing from 5.4% in 2019 to 5.6% in 2021).<sup>3,4,5</sup>

### REVENUE GROWTH REACHES 10-YEAR RECORD LEVEL

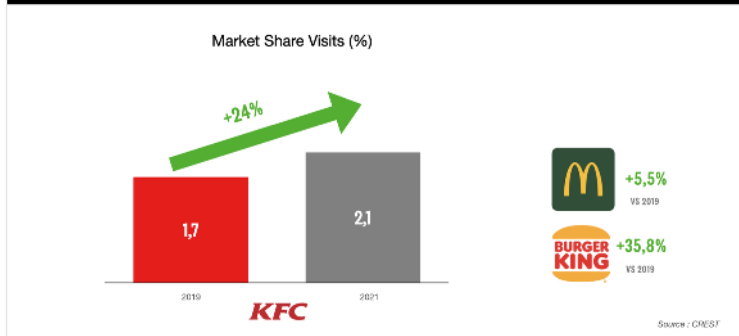




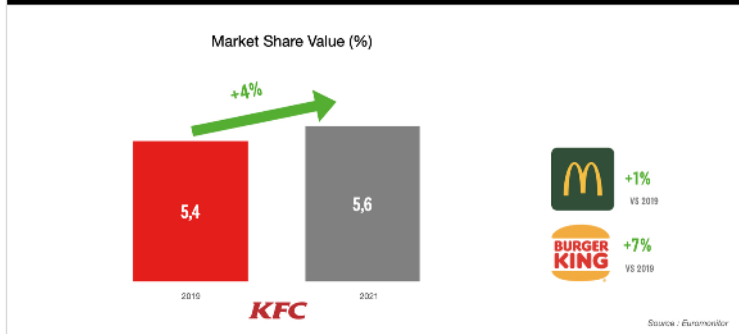
### REVENUE PERFORMANCE WAY OVER THE MARKET



### IN NUMBER OF VISITS, MARKET SHARE LEAPS



### MARKET SHARE VALUE ALSO IMPROVES



4B. MARKETING COMMUNICATIONS RARELY WORK IN ISOLATION. OUTSIDE OF YOUR EFFORT, WHAT ELSE IN THE MARKETPLACE COULD HAVE AFFECTED THE RESULTS OF THIS CASE - POSITIVE OR NEGATIVE?

Select factors from the chart and explain the influence of these factors in the space provided.

Societal or Economic Events (e.g. changes in economic, political, social factors)



## EXPLAIN THE INFLUENCE OF THE FACTORS YOU SELECTED ABOVE. THIS IS YOUR OPPORTUNITY TO ADDRESS WHAT ELSE WAS GOING ON TO CONVINCE JUDGES OF THE IMPACT OF YOUR CASE BY ADDRESSING THESE FACTORS.

This is your opportunity to address what else was going on to convince judges of the impact of your case by addressing these factors. You are encouraged to use this space to address the significance or insignificance of other factors on the results achieved by your effort.

We recognize that attribution can be difficult; however, we're inviting you to provide the broader picture here in making the case for your effectiveness.

(Maximum: 300 words)

### **Pandemic, restaurants closures and Covid vaccination pass**

The excitement surrounding the reopening of restaurants on 11 May 2021 undeniably boosted KFC sales. However this is not the only reason for such a large gap in performance between the brand and the competition.

In addition, performance could have been even better had the Covid vaccination pass not been mandatory and if many French consumers had not remained reluctant to eat out.

## ADDITIONAL LOCAL & CULTURAL CONTEXT: SECTION 4

This question is unique to the Best of Europe form and should be crafted with the judges in mind. While judges are global marketers, they may not be familiar with the unique nuances within the market in which your case ran. Provide them with any context here that will help them better understand your responses in Section 4.

## SECTION 4: SOURCING

Provide sourcing for all data provided in Section 4: Results. Use superscript to

<sup>1</sup> Ad Review Kantar 2021

<sup>2</sup> Brand Index Tracker YouGov 2022

<sup>3</sup> Crest 2022

link data points and sources.  
Include source of data, type  
of research, time period  
covered, etc.

<sup>4</sup> Salestrack 2022

<sup>5</sup> Euromonitor 2022

## INVESTMENT OVERVIEW

The Investment Overview is reviewed as part of Section 3: Bringing the Idea to Life, along with your creative work, as presented in the Creative Reel and Images for Judging. These elements together account for 23.3% of your total score.

### PAID MEDIA EXPENDITURE (CURRENT YEAR)

Campaign Period:  
Competition Year

€10 Million and over

### PAID MEDIA EXPENDITURES (PRIOR YEAR)

Campaign Period: Prior Year

€10 Million and over

### COMPARED TO OTHER COMPETITORS IN THIS CATEGORY, THE BUDGET IS:

Select one.

Less

### COMPARED TO PRIOR YEAR SPEND ON THE BRAND OVERALL, THE BRAND'S OVERALL BUDGET THIS YEAR IS:

Select one.

About the same

## MEDIA BUDGET ELABORATION

What was the balance of paid, earned, owned, and shared media? What was your distribution strategy? Did you outperform your media buy? If your paid media expenditures are low, but production/activation/other costs were high, or there is a unique situation surrounding your budget, you should elaborate on this here. This is an opportunity to provide further context surrounding your budget so judges have a clear understanding and do not question the information provided above.

Budget Elaboration: If not already addressed in your responses to Questions in sections 1-4, elaborate to provide judges with the context to understand your budget.

If you selected Not Applicable for either of the previous two questions, you are required to elaborate on your response.

**The media budget has achieved a similar share of voice (18%<sup>1</sup>) but the breakdown was radically altered, shifting the focus to product quality and “crispy” benefits**

- Notable increase in ad spends to promote the brand and its products (from 55% in 2019 to 90% in 2021), shifting the focus away from temporary items (from 45% of budget in 2019 to 10% in 2021).<sup>1</sup>
- Posters were reintroduced (growing from 0% of budget to 11%), featuring mouth-watering visuals in the vicinity of restaurants<sup>1</sup>
- Development of a specific budget to promote the quality of the chicken (9% of total media budget).<sup>1</sup>

## ADDITIONAL LOCAL & CULTURAL CONTEXT: BUDGET

This question is unique to the Best of Europe form and should be crafted with the judges in mind. While judges are global marketers, they may not be familiar with the unique nuances within the market in which your case ran. Provide them with any context here that will help them better understand your budget.

With 18% share of voice, KFC's budget is equivalent of that of Burger King but significantly lower than that of McDonald's who spends more than anyone else and is on TV 52 weeks a year (66% share of voice)<sup>1</sup>. If you add all the indirect competitors like Uber Eats and Deliveroo, it is very hard to cut through.

## OWNED MEDIA

Elaborate on owned media (digital or physical company-owned real estate), that acted as communication channels for case content.

Owned media examples may include a corporate website, social media platforms, packaging, a branded store, fleet of buses, etc.)

**Note:** If owned media platforms were selected on the Communications Touchpoints chart, judges will expect to see an explanation of those platforms in your response.

## WAS OWNED MEDIA A PART OF YOUR EFFORT?

Elaborate on owned media (digital or physical company-owned real estate), that acted as communication channels for case content.

Yes : All KFC restaurants are used for the poster campaigns. KFC France is on Twitter, Instagram, Facebook and TikTok and has tens of thousands of followers. In addition to the "crispy" campaigns, we completely overhauled KFC's community management to establish the brand as a favorite among younger consumers and certain key communities. It's difficult to quantify the impact on the perception of the brand and its business performance.

## SPONSORSHIPS AND MEDIA PARTNERSHIPS

### SPONSORSHIP AND MEDIA PARTNERSHIPS

Select the types of sponsorships /media partnerships used in your case. Choose all that apply.

Not Applicable

Then, provide additional context regarding these sponsorships and media partnerships, including timing.

### ELABORATION ON SPONSORSHIP AND MEDIA PARTNERSHIPS

Provide elaboration.

Not applicable

## SOURCES

### INVESTMENT OVERVIEW: SOURCING

Provide sourcing for all data provided in the Investment

<sup>1</sup> Kantar 2021

Overview.

Use superscript in your responses above to link data points and sources.

Include source of data, type of research, time period covered, etc. Do not include ANY agency names as the source of research.

Do not link to external websites or include additional information for judges to review.

Judges encourage third-party data where available.

[See more sourcing guidelines here.](#)

## COMMUNICATIONS TOUCHPOINTS

Select all touchpoints used in the effort, based on the options provided. You should explain in Question 3 which touchpoints from the list were **integral** to reaching your audience and why.

### COMMUNICATIONS TOUCHPOINTS

Select all that apply.

Branded Content – Editorial

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Cinema

---

Digital Mktg. – Display Ads

---

Digital Mktg. – Influencers

---

Digital Mktg. – Mobile

---

Digital Mktg. – Programmatic Display Ads

---

Digital Mktg. - Programmatic Video Ads

---

Digital Mktg. – Short Video (:15-3 min.)

---

---

Digital Mktg. – Social: Organic

---

Digital Mktg. – Social: Paid

---

Digital Mktg. – Video Ads

---

Events

---

OOH – Billboards

---

OOH – Other Outdoor

---

Print - Newspaper

---

Retail Experience: In Store

---

TV

---

## MAIN TOUCHPOINTS

Indicate the three most important communications touchpoints, beyond the hero touchpoint selected above. If you only used one touchpoint beyond your primary touchpoint, simply select "Not Applicable" for Main Touchpoints 2 & 3.

### MAIN TOUCHPOINT 1

*(Select one of the touchpoints from the chart above.)*

TV

### MAIN TOUCHPOINT 2

*(Select one of the touchpoints from the chart above.)*

OOH – Billboards

## MAIN TOUCHPOINT 3

*(Select one of the touchpoints from the chart above or Not Applicable.)*

Digital Mktg. – Social: Paid

## SOCIAL MEDIA PLATFORMS

Select all social media platforms utilized in your effort from the list below.

### SOCIAL MEDIA PLATFORMS - SELECT ALL PLATFORMS UTILIZED IN THIS EFFORT.

Facebook

---

Instagram

---

Twitter

---

Snapchat

---

YouTube

---

TikTok

## CREATIVE EXAMPLES

Creative Work is reviewed as part of Scoring Section 3: Bringing the Idea to Life, along with the entrant's response to Question 3 and the Media Addendum. These elements together account for 23.3% of the total score.

## CREATIVE REEL

The Creative Reel is the entrant's opportunity to showcase the creative work that ran in front of their audience to the judges. The reel is NOT a video version of the written case. Judges recommend spending at least 70% of the creative reel's time on examples of creative work.

**The creative reel is not judged for the production quality of the reel; judges are evaluating only the creative work that ran in the marketplace as it relates to the challenge, insights, audience, and strategy.**

Specific, quantifiable results, agency names/logos, and competitor logos/work may not be included anywhere in the video.

**The Creative Work is viewed once the case has been read.**

## CREATIVE WORK (OTHER)

Please note that the creative reel is not mandatory, work can be submitted as separate uploads or on a creative reel. However, creative work not produced in English must be accompanied by an English translation. Refer to the separate creative requirements document.

### CREATIVE REEL

250 MB max., mp4 format.

Maximum of 3 minutes.

For 4:3 aspect ratio,  
minimum size should be 640  
x 480; for 16.9 ratio,  
minimum size is 1280 x 720.

Letterbox submissions may  
be sent as 640 x 480 (For  
optimum judging your video  
should show clearly on a  
laptop and on a central  
screen of approx. 50" x 30".)

**Do not include any  
agency names in the file  
name or anywhere in the  
reel. Effie encourages your  
file to be named  
"BRANDNAME-CATEGORY-  
ENTRYTITLE"**

Creative Work (Other)

### CREATIVE VIDEO SAMPLE

If you wish to upload  
individual samples of  
creative work (instead of a  
single creative reel), use this  
field. (Optional)





1. KFC BRAND REBOOT FILM - CRISPY



2. KFC PRODUCT FILM - COLONEL ORIGINAL



3. KFC PRODUCT FILM - TENDERS



4. KFC QUALITY FILM - FARMERS



5. KFC ACTIVATION KFCINÉ

## CREATIVE AUDIO SAMPLE

If you wish to upload individual samples of creative work (instead of a single creative reel), use this field. (Optional)

## IMAGES OF CREATIVE WORK

Upload images of your creative work that ran in the marketplace. Communications channels highlighted must have been also featured in your creative reel.

Judges review these images after they read your case and watch your creative reel. Images should complement your reel and help the judges better evaluate the creative elements that ran in front of your audience.

Images for Judging are an opportunity to: + Showcase work that is better seen as a still image vs. video format + Draw further attention to key creative elements.

## IMAGES OF CREATIVE WORK

Upload 2-6 images of your

creative work that ran in the marketplace. Do not include agency names in the file name or within the images.

Technical Requirements:  
.jpg/jpeg format



1. KFC POSTER - KENTUCKY BURGER



2. KFC POSTER - TENDERS



3. KFC POSTER - BOXMASTER



4. KFC POSTER - COLONEL ORIGINAL



5. KFC POSTER - QUALITY - FOX

## CREATIVE WORK EXAMPLES (PDF FORMAT)

Optional. Upload .PDF of creative work as submitted for judging from your original Effie submission. No more than 1 PDF file, up to 6 creative examples shown within that PDF.

# TRANSLATION OF CREATIVE EXAMPLES (if applicable)

## TRANSLATION OF NON-ENGLISH CREATIVE WORK (IF APPLICABLE)

If your creative examples include non-English work, you are required to include an English translation either via subtitles within the creative OR you may provide a translation in the text box below. This will not be counted towards your entry form page limit.

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With Print Set JUDGING VIEW - PDF Version of the Written Entry for Judges

PDF Fingerprint 92e08db110690b87dfcd9edab798840f