

KFC

Kentucky Fried Chicken (KFC) is the world's second-largest restaurant chain after McDonald's, with almost 20,000 locations globally, and are infamous for their finger lickin' good fast food.

In February 2018, delivery problems caused hundreds of KFC restaurants in the United Kingdom to close, leaving avid KFC customers displeased.

OBJECTIVE

KFC wanted to apologise to their angry customers for the closure of their restaurants due to a shortage of chicken in the country, and restore loyalty and customer confidence in the brand again.

METHOD

The brand used humour and a sincere apology to own the issue. To do this, the brand turned to printed newspapers to apologise. KFC developed a full-page ad containing the brand's response to be published in the Metro and The Sun newspapers. Cleverly, the infamous KFC logo was manipulated to read FCK, similar to the common curse word, with the accompanying text reading:

"We're sorry. A chicken restaurant without chicken. It's not ideal. Huge apologies to our customers, especially those who travelled out of their way to find out we were closed. And endless thanks to our KFC team members and our franchise partners for working tirelessly to improve the situation. It's been a hell of a week, but we're making progress, and every day more and more fresh chicken is being delivered to our restaurants. Thank you for bearing with us."

**WINNER - 2018
D&AD AWARDS**



IN FEBRUARY 2018, DELIVERY PROBLEMS CAUSED HUNDREDS OF KFC RESTAURANTS IN THE UK TO CLOSE.

IT WAS A HUGE NATIONAL NEWS STORY, AND THIS WAS KFC'S RESPONSE, PUBLISHED IN THE METRO AND SUN NEWSPAPERS.

AFTER APPEARING ONLY **ONCE** IN TWO NATIONAL NEWSPAPERS, THE APOLOGY WAS:

SHARED TO
219,138,216
THROUGH SOCIAL

AND REACHED
796,709,795
WITH EDITORIAL COVERAGE



"KFC's genius apology advert makes us want to forgive them for running out of chicken"

JOE

"KFC launches brilliant advert... and people can't get enough of it"

Mirror

14 (Star) Friday, February 23, 2018



WE'RE SORRY

A chicken restaurant without any chicken. It's not ideal. Huge apologies to our customers, especially those who travelled out of their way to find we were closed. And endless thanks to our KFC team members and our franchise partners for working tirelessly to improve the situation. It's been a hell of a week, but we're making progress, and every day more and more fresh chicken is being delivered to our restaurants. Thank you for bearing with us.

Visit kfc.co.uk/crossed-the-road for details about your local restaurant.

Balacava
Brit's Bal
drug rap

Sick wife
'love' kill

HARRYTALE ENDING

RESULTS

The temporary rebrand sparked conversation all over the world with the play on words going viral on online news publications, TV, social media and more. After appearing only once in two national newspapers, the apology was shared to 219,138,216 through social, and reached 796,709,795 with editorial coverage. The campaign achieved great success winning a Yellow Pencil award in the PR category in the 2018 D&AD awards for its reactive response during a tumultuous time for the brand.

CONCLUSION

It's no secret that print elicits a strong response, especially when humour is involved. KFC used this tactic to their advantage aligning it with one of the most trusted media channels, printed newspapers, to apologise to their loyal customers. The option to use print as opposed to sending out a mass email or social media post shows retailers' growing understanding that print drives engagement and instills a sense of trust within a brand by using credible mastheads to do so. More and more brands are following suit turning to printed newspaper to apologise as a resurgence for print sweeps the marketing world.

Images Sourced:
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