KFC Media Plan

OBJECTIVES

Business Objectives

Capture a 20% lift in category SOM, bringing SOM among Gen X and young millennials to 10% by close of CY22.

Attract Gen Z and younger Millennials to the new traditions of this classic brand. In addition, drive awareness and trial among diverse younger audiences.

Conquest share from top category in QSR and fast casual inclusive of Chick-fil-a, Popeyes Chicken, Zaxby's, Bojangles and Raising Cane's, while secondarily stealing share of visits from traditional QSR burger and brands.

Introduce The Colonel's LATE, LATE night menu (midnight - 4:00a.m.)

Ascertain potential for rapid growth of incremental sales on a geographic basis.
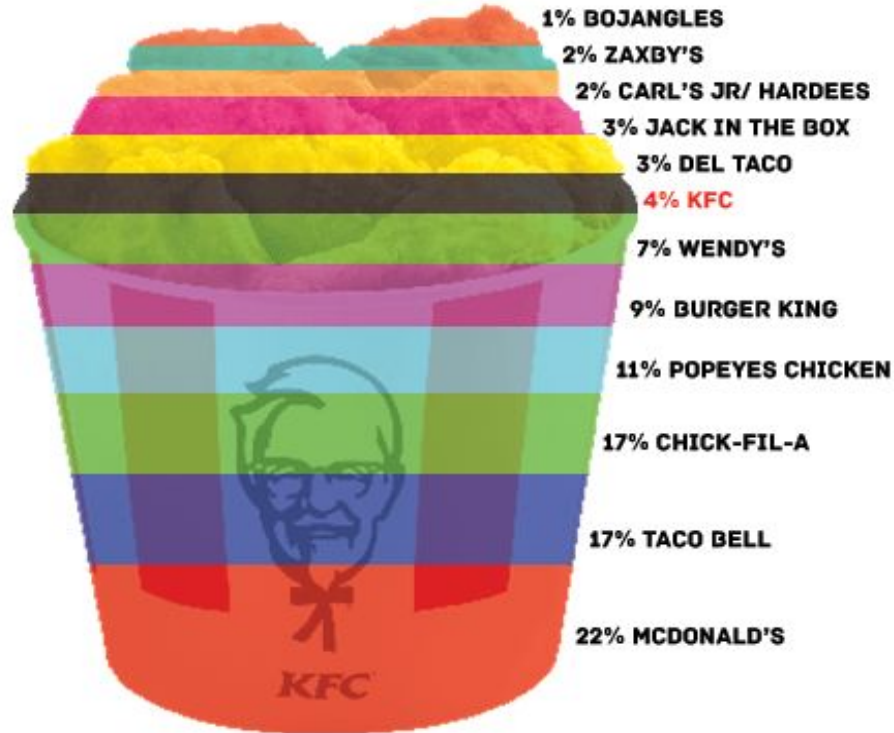
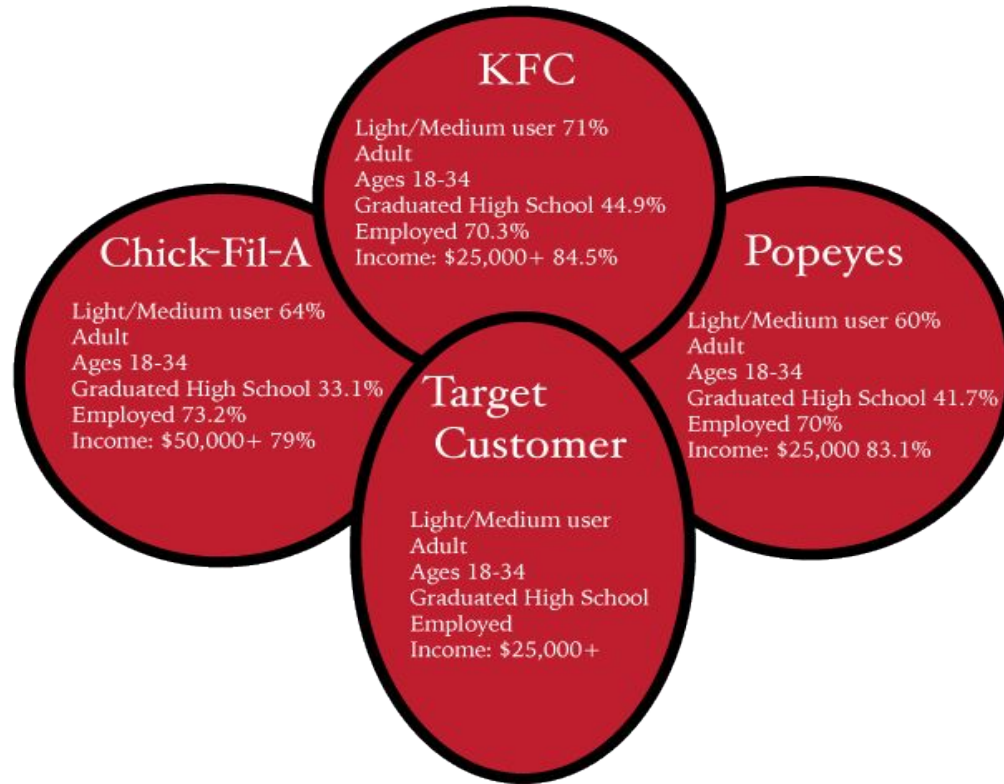Showcase the highly evolved product offerings along with the traditional menu among key younger audiences.

Emphasize drive-thru and delivery inclusive of late-night option.

Share of market

1% BOJANGLES
2% ZAXBY'S
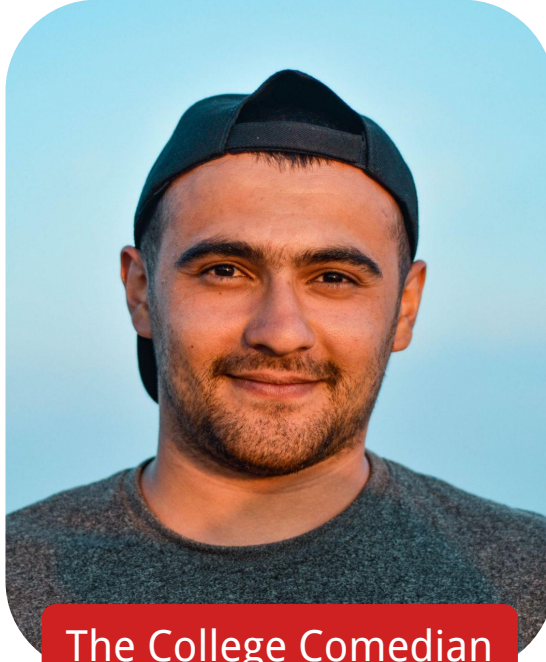2% CARL'S JR/ HARDEES
3% JACK IN THE BOX
3% DEL TACO
4% KFC
7% WENDY'S
9% BURGER KING
11% POPEYES CHICKEN
17% CHICK-FIL-A
17% TACO BELL
22% MCDONALD'S

Objectives   Personas   Geography   Seasonality   Goals   Media   Budget   Research

Target audience

KFC
Light/Medium user 71%
Adult
Ages 18-34
Graduated High School 44.9%
Employed 70.3%
Income: $25,000+ 84.5%

Chick-Fil-A
Light/Medium user 64%
Adult
Ages 18-34
Graduated High School 33.1%
Employed 73.2%
Income: $50,000+ 79%

Popeyes
Light/Medium user 60%
Adult
Ages 18-34
Graduated High School 41.7%
Employed 70%
Income: $25,000 83.1%

Target Customer
Light/Medium user
Adult
Ages 18-34
Graduated High School
Employed
Income: $25,000+

Target Audience

- Light and medium users of KFC, Chick-fil-A, and Popeyes
- Ages 18-34
- High school+
- HHI $25,000+

KFC

PERSONAS

- The Sports Fanatic - James Watson

KFC

James Watson | Charlotte, NC | 27 | The Sports Fanatic

- James Watson is a single man who recently graduated [111] from UNC, in Charlotte. He works full time [111] as a T-Mobile sales rep [161] but in his free time, James loves watching professional football and basketball with friends [148]. He also enjoys watching action movies with his friends when he can [163]. Because of his busy schedule, he often does not have time to prepare healthy meals [118] so he continuously is looking for quick and easy drive-thru meals.

KFC

**The College Comedian
Troy Smith**

KFC

Troy Smith | Sacramento, CA | 34 | The College Comedian

- Troy Smith is a 34 year-old full time college student [341]. He put off college to focus on work, but is currently working towards his first degree in Sacramento, CA. Troy's main sources of entertainment are radio [118], and going to comedy clubs with his friends [150]. But starting in September, Troy loves to throw all of his free time into fantasy football [202]. Troy is a modern day social media user and enjoys his screen time, he is most likely to always be persuaded by product advertisements on Instagram or Facebook [188]. Troy focuses more on having fun than counting calories [111], and his favorite type of food is southern comfort/ homestyle meals.

Objectives   Personas   Geography   Seasonality   Goals   Media   Budget   Research

KFC

-   The Social Butterfly -
Emily Martin

Emily Martin | Raleigh, NC | 30 | The Social Butterfly

- Emily Martin attended two years of college, but realized it wasn't for her and is now a successful restaurant manager [167] in Raleigh, North Carolina. Her job allows her to have more free time to do the things she enjoys, such as going to the bars and out dancing with her friends [190]. Although she is a restaurant manager, Emily does not consider her diet to be very healthy [126] and is happy with her life as it is [105]. Emily loves a good deal and can be swayed with coupons to try new foods [116].

Objectives Personas Geography Seasonality Goals Media Budget Research

KFC

GEOGRAPHY

Geography

Top Markets in USA
(Based on CDI & BDI > 100 and percent of sales > 1%)

1. Charlotte
2. Raleigh
3. Sacramento
4. Miami
5. Cleveland
6. Orlando
7. Los Angeles
8. Atlanta
9. Detroit
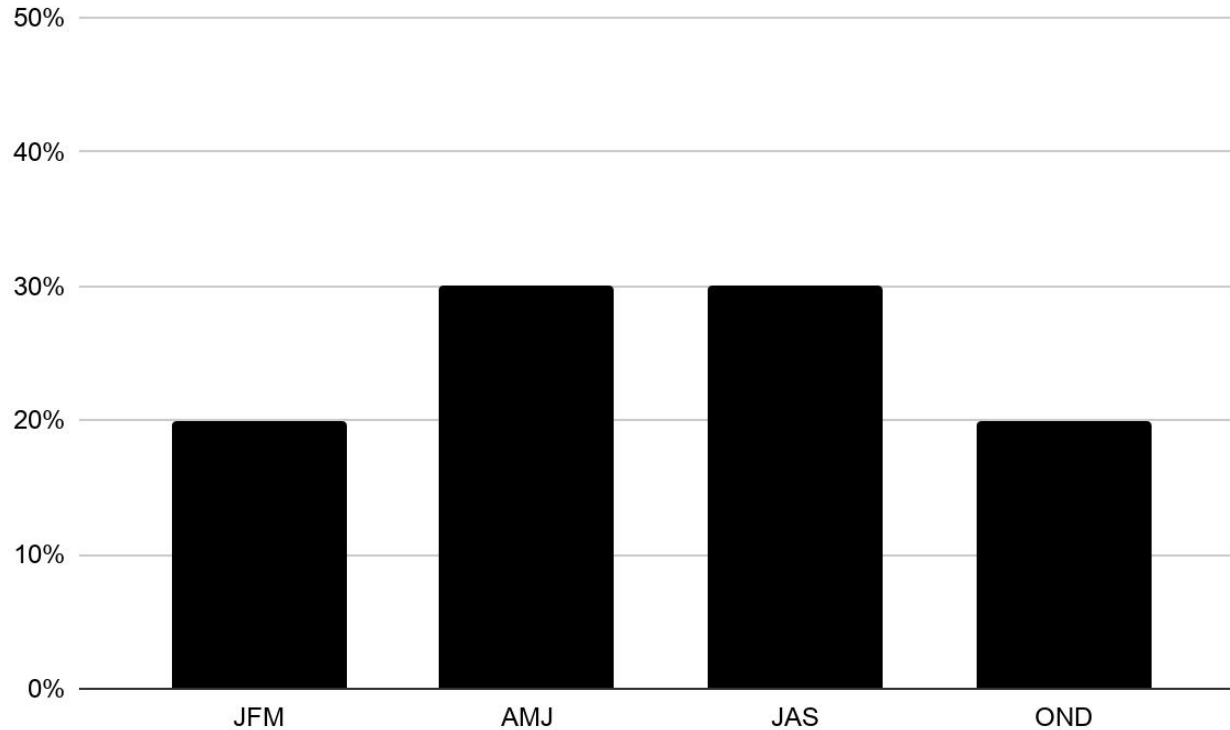10. Houston

-18.91% of KFC sales

SEASONALITY

Seasonality

GOALS

Communication goals

50% reach at 3+ frequency nationally with a flighting campaign to sustain brand awareness.

50% reach at 6+ frequency at the start of the campaign. (February)

50% reach at 6+ frequency during the months of May and September to take advantage of high seasonality and National Chicken Month.

MEDIA

Media consumption habits of target audience

Radio-Drive Time (92) (medium/high)	Radio-All Day (103) (medium/high)	TV-Prime Time (70) (low)	TV-Early and Late Fringe (66) (low)	TV-All Day (94) (medium/high)	Outdoor (98) (medium/high)	Internet-All Day (161) (high)

Media Consumption of Target Audience

Objectives Personas Geography Seasonality Goals Media Budget Research

Television

TV Dayparts

Early morning	Daytime	Primetime	Late Night	Cable

TODAY 78

GOOD MORNING AMERICA 77

KFC

TV Dayparts

Early morning	Daytime	Primetime	Late Night	Cable
TODAY 78	Pretty Little Liars 251			
GOOD MORNING AMERICA 77	KING OF THE HILL 207			
	how i met your mother 202			
	FRIENDS 171			

TV Dayparts

Early morning	Daytime	Primetime	Late Night	Cable
TODAY — 78	*Pretty Little Liars* — 251	FAMILY GUY — 241		
GOOD MORNING AMERICA — 77	KING OF THE HILL — 207	BOB'S BURGERS — 240		
	how i met your mother — 202	RICK AND MORTY — 231		
	FRIENDS — 171	AMERICAN HORROR STORY — 199		
		KEEPING UP WITH THE KARDASHIANS — 187		

KFC

TV Dayparts

Early morning	Daytime	Primetime	Late Night	Cable

Pretty Little Liars 251

TODAY 78

GOOD MORNING AMERICA 77

KING OF THE HILL 207

how i met your mother 202

FRIENDS 171

FAMILY GUY 241

BOB'S BURGERS 240

RICK AND MORTY 231

AMERICAN HORROR STORY 199

KEEPING UP WITH THE KARDASHIANS 187

GEORGE LOPEZ 227

RIDICULOUSNESS 220

LATE NIGHT WITH SETH MEYERS 166

JIMMY KIMMEL LIVE! 129

KFC

TV Dayparts

Early morning	Daytime	Primetime	Late Night	Cable

Early morning
TODAY — 78
GOOD MORNING AMERICA — 77

Daytime
Pretty Little Liars — 251
King of the Hill — 207
how i met your mother — 202
F•R•I•E•N•D•S — 171

Primetime
Family Guy — 241
Bob's Burgers — 240
Rick and Morty — 231
American Horror Story — 199
Keeping Up With The Kardashians — 187

Late Night
George Lopez — 227
Ridiculousness — 220
Late Night with Seth Meyers — 166
Jimmy Kimmel Live! — 129

Cable
[adult swim] — 221
nick@nite — 221
CN Cartoon Network — 189
Comedy Central — 164

Objectives Personas Geography Seasonality Goals Media Budget Research

KFC

Sports

ESPN — 188

MLS — 147

X GAMES — 156

NCAA — 143

WWE — 164

NBA — 148

KFC

TV Specials

 267

 237

 158

 241

 114

 171

Digital

Tumblr [266]

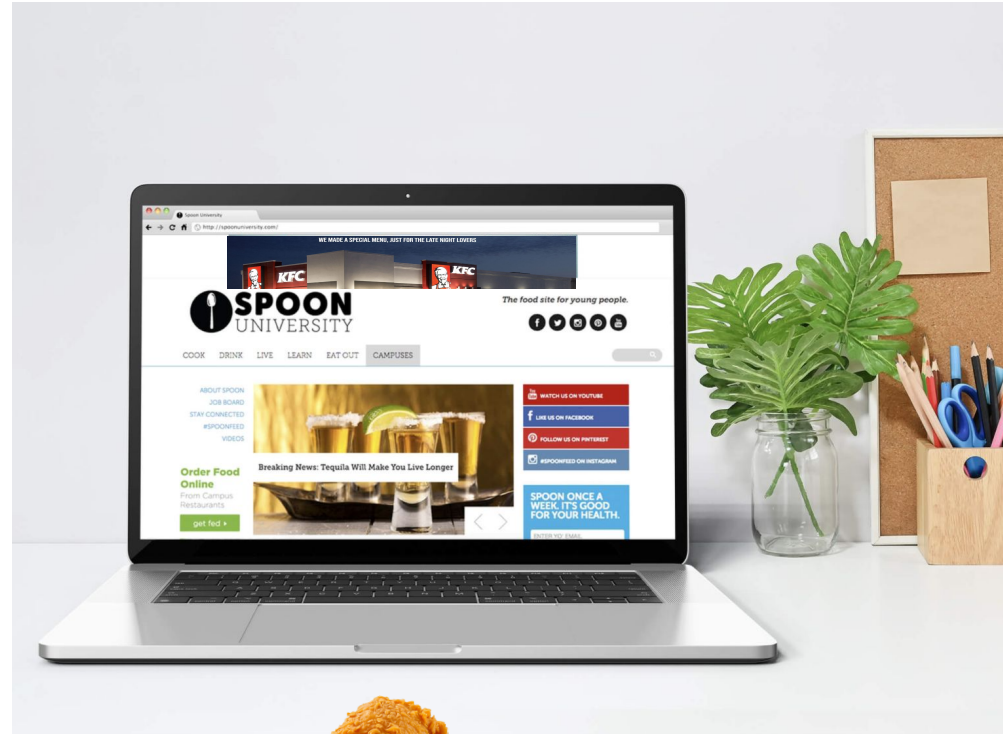# Website

- Gamespot   292
- Hulu   213
- Ticketmaster   210
- IMDB   171
- Pandora.com   168
- NBA   164
- Monster.com   158
- Wikipedia   153
- Kayak.com   153

Online Video

Objectives   Personas   Geography   Seasonality   Goals   Media   Budget   Research

KFC

YouTube [155]

Radio

266

163

Print

Magazines

Seventeen (238)

Game Informer (232)

OK! USA (216)

Cosmopolitan (201)

The Source (198)

ESPN The Magazine (174)

GQ (174)

Wired (163)

Rolling Stone Magazine (162)

Muscle and Fitness Magazine (162)

In Touch Weekly (152)

Objectives Personas Geography Seasonality Goals Media Budget Research

Out of Home

Objectives Personas Geography Seasonality Goals Media Budget Research

KFC

Billboards

Charlotte, NC (154)

Raleigh, NC (125)

Sacramento, CA (123)

Miami, FL (117)

Cleveland, OH (110)

Orlando, FL (101)

Los Angeles, CA (100)

Atlanta, GA (100)

Detroit, MI (100)

Houston, TX (100)

**Based on BDI

Objectives Personas Geography Seasonality Goals Media Budget Research

Branded content

Charlotte
Hornets game
[BDI: 154]

NBA draft

BUDGET

Base Flow Chart

Objectives   Personas   Geography   Seasonality   Goals   Media   Budget   Research

Base budget

Television
36.82%
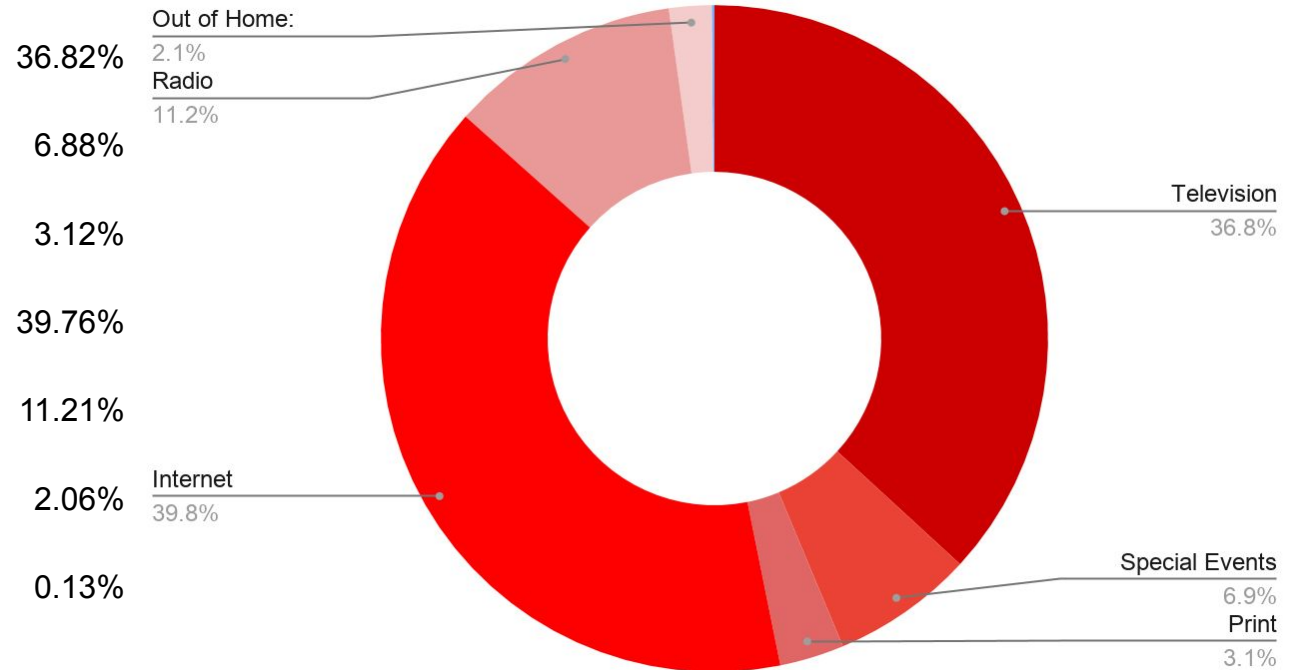
Specials
6.88%

Print
3.12%

Internet
39.76%

Radio
11.21%

Out of Home
2.06%

Research
0.13%

Out of Home:
2.1%
Radio
11.2%

Television
36.8%

Internet
39.8%

Special Events
6.9%
Print
3.1%

KFC
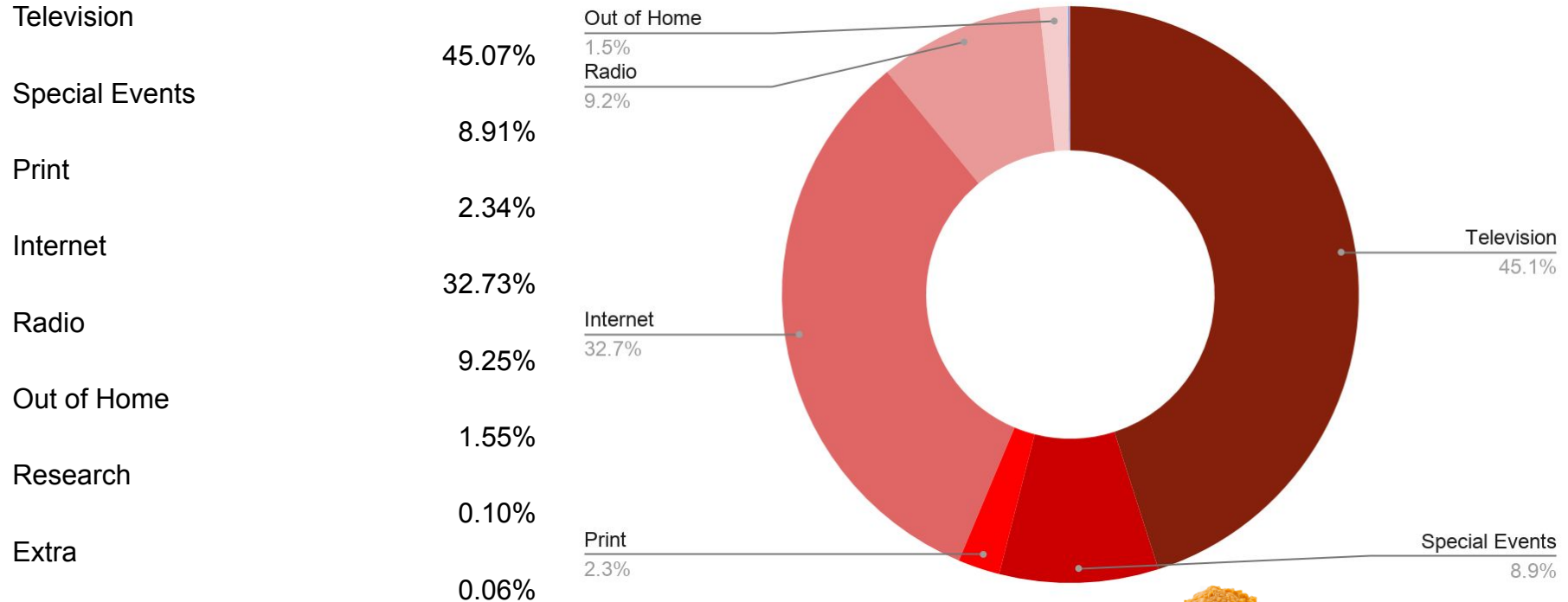
Incremental Flow Chart

Objectives   Personas   Geography   Seasonality   Goals   Media   Budget   Research

Incremental budget

Television

45.07%

Special Events

8.91%

Print

2.34%

Internet

32.73%

Radio

9.25%

Out of Home

1.55%

Research

0.10%

Extra

0.06%

Out of Home
1.5%

Radio
9.2%

Television
45.1%

Internet
32.7%

Print
2.3%

Special Events
8.9%

KFC

RESEARCH

Research

Spend a total of $200,000 on Research.

Monitor all social media interactions throughout the campaign

Measure video views, banner click-throughs, and other digital interactions

Monitor and compare KFC's sales at the start, during, and after the campaign.

THANK YOU!
QUESTIONS?

KFC Frozen

OBJECTIVES

Business Objectives

Introduce the KFC frozen dinner portfolio to key user groups while not cannibalizing in-store sales.

Acquire a 15% market share among frozen entrees at the end of year 1.

Conquest SOM from leading brands such as Banquet, Hungry Man, Stouffers, and Marie Callender's.

Marketing Objectives

Introduce the all-new KFC frozen entrees and sides nationally.

Conquest users for trial and repurchase from leading category brands.

Provide for geographic emphasis where appropriate to drive sales volume.

Align marketing calendar with key incentive/couponing timing for immediate trial and repurchase.

PERSONAS

Target audience

Marie Callenders
Light/Medium 82%
Ages 18-44
Adult
High School +
No Children

Hungry Man
Light/Medium 83.2%
Ages 18-45
Adult
High School +
No Children

Target Consumer
Light/Medium users
Ages 18-44
Adult
High School+
No children

Banquet
Light/Medium 75.1%
Ages 18-45
Adult
High School +
No Children

Stouffers
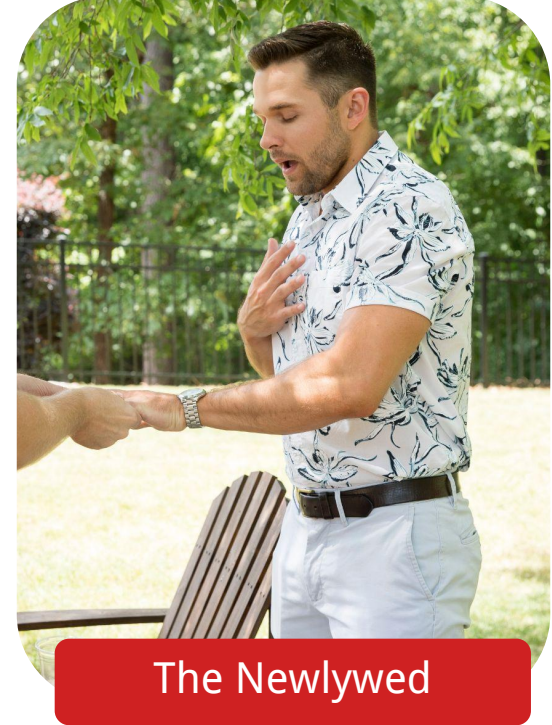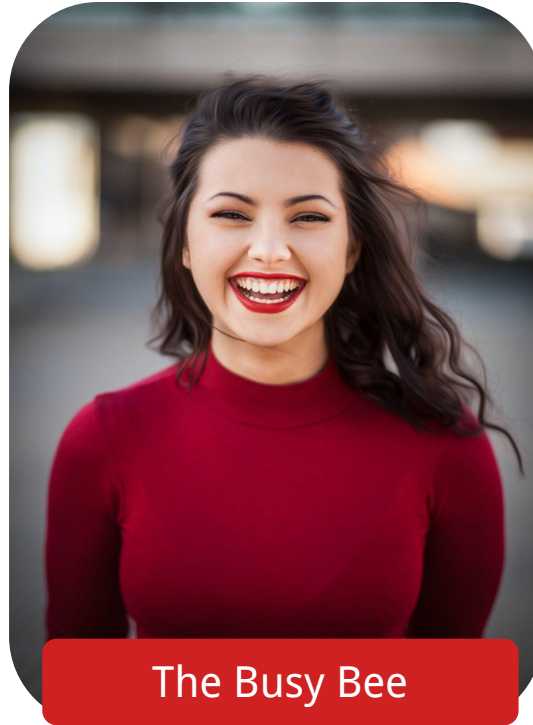Light/Medium 81.4%
Ages 18-44
Adult
High School +
No children

KFC
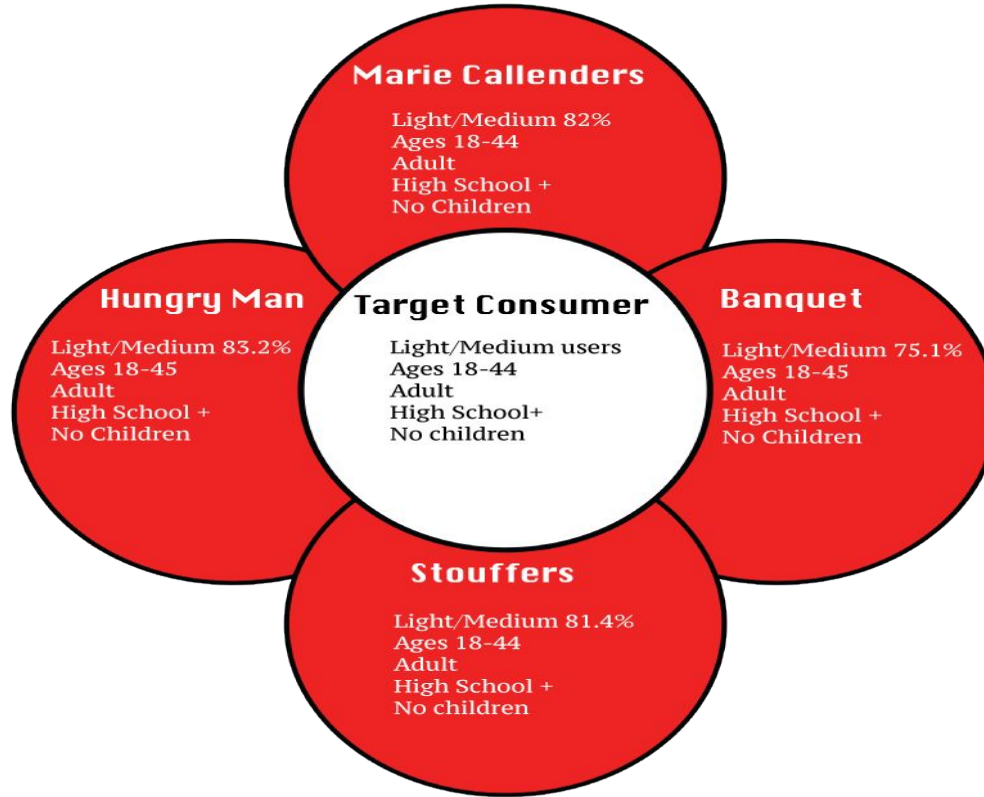
Target Audience

- Light and medium users of Banquet, Hungry Man, Marie Callender's, and Stouffer's.
- Ages 18-44+
- High school+

Objectives   Personas   Geography   Seasonality   Goals   Media   Budget   Research

Personas

Your Average Joe

The Busy Bee

The Newlywed

KFC

- Your Average Joe-
Ben Howard

- Ben Howard is a single [220], 30 year-old who attended less than one year of college [138]. He currently works as a server at a restaurant [272] in St. Louis, Missouri. In Ben's free time, he enjoys playing board games with friends [125], and surfing the internet [131]. As far as his eating habits go, Ben does not believe nutrition is a key factor when deciding what to eat [138]. Because of his lifestyle, Ben has found that he really enjoys frozen dinners and considers them his main source of meals [175].

-   The Busy Bee -
Madison Green

Madison Green | Houston, TX | 20 | The Busy Bee

- Madison green is a 20 year-old high school graduate, and is currently attending community college in Houston, Texas. [154]. She has a part-time job in retail [175], but in her free time she enjoys painting [137] and reading [150]. Being a college student, Madison frequently likes to use the internet to meet and connect with new people [132]. Being a single student [220], she is really focusing on school and work and often does not have enough time to cook dinner [110]. She is constantly on the go, so she looks for easy dinners she can microwave after a long day.

Objectives Personas Geography Seasonality Goals Media Budget Research

KFC

- The Newlywed -
Justin Brown

KFC

Justin Brown | Oklahoma City, OK | 41 | the newlywed

- Justin Brown is a 41 year-old newlywed. He attended college and graduated with a bachelor's degree [66], and currently works as a sales manager [175]. During his days off, he enjoys watching football [198] or go-carting [156]. He also loves to watch and talk about tv advertisements [111]. He lives in Oklahoma City with his partner, Matt, but they are saving up to buy a new house. With his efforts to save money, he often eats store-made precooked meals [167].
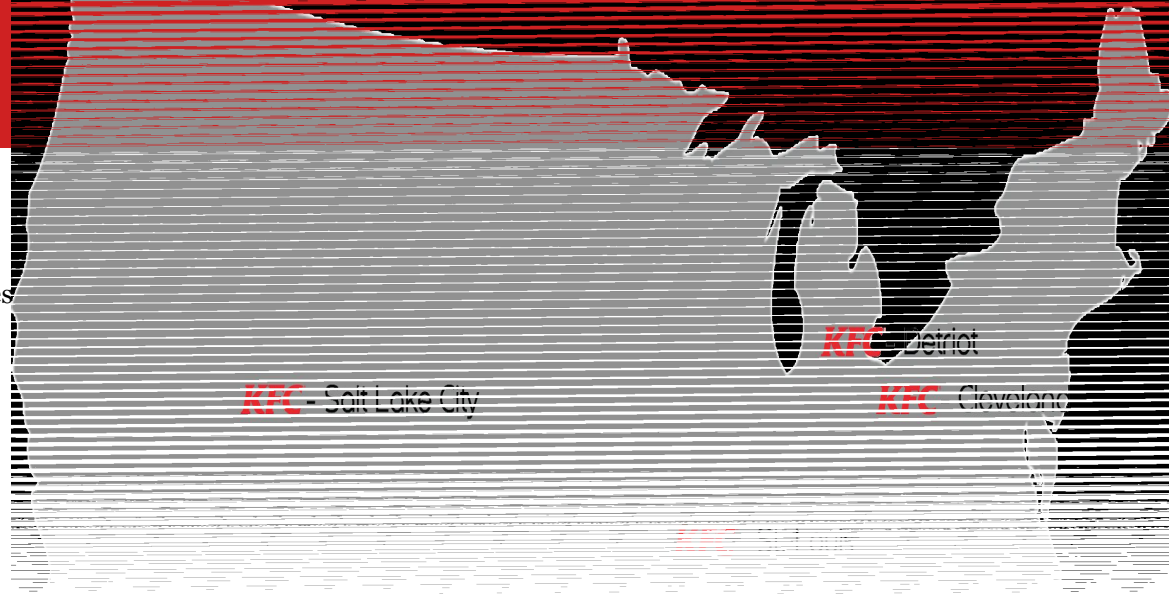
GEOGRAPHY

Geography

Top Markets in USA
(Based on CDI > 100 and percent of sales > 1%)

1. St. Louis
2. Oklahoma City
3. Houston
4. Austin
5. San Antonio
6. Dallas
7. Detroit
8. Salt Lake City
9. Phoenix
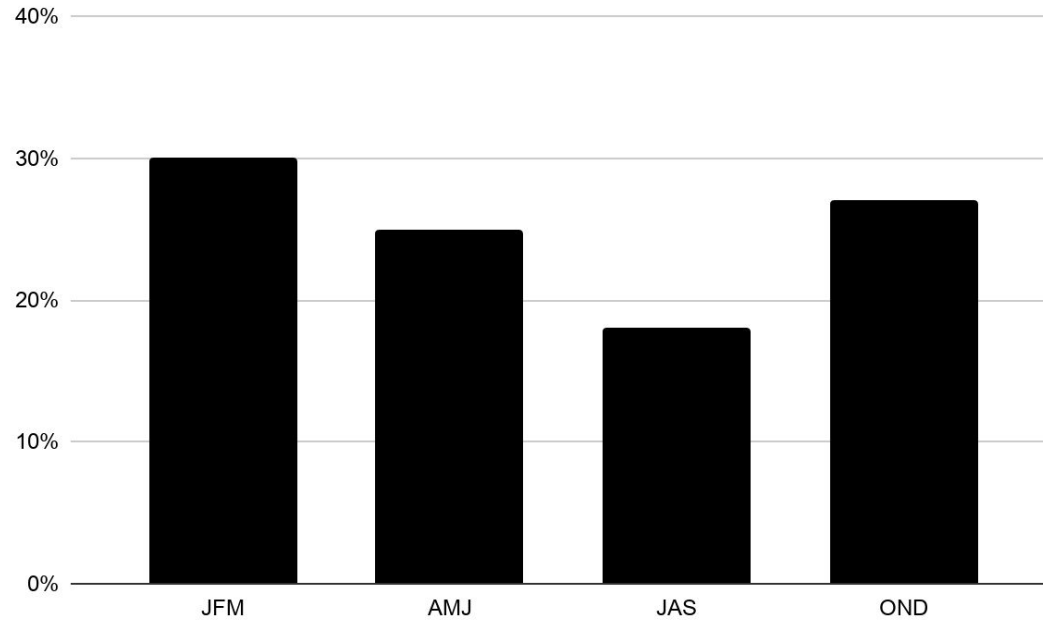10. Cleveland

~20.22% of frozen sales

Objectives   Personas   Geography   Seasonality   Goals   Media   Budget   Research

SEASONALITY

Seasonality

GOALS

Communication goals

50% reach at 3+ frequency throughout the year with a flighting campaign to drive brand awareness

50% reach at 6+ frequency to launch the campaign in our key markets (February)

50% reach at 6+ frequency during the month of September in our key markets to take advantage of National Chicken Month.
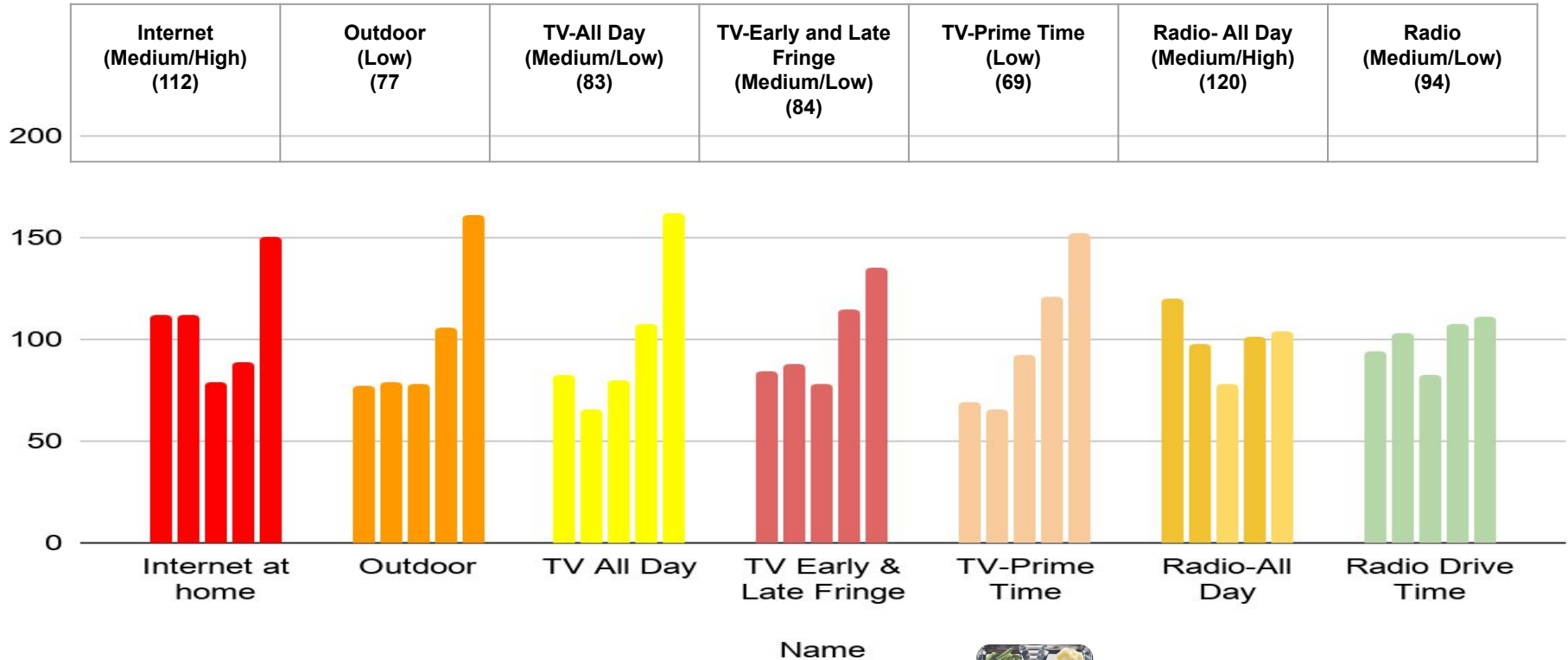
Media consumption habits of target audience

Internet (Medium/High) (112)	Outdoor (Low) (77	TV-All Day (Medium/Low) (83)	TV-Early and Late Fringe (Medium/Low) (84)	TV-Prime Time (Low) (69)	Radio- All Day (Medium/High) (120)	Radio (Medium/Low) (94)

Name

Objectives   Personas   Geography   Seasonality   Goals   Media   Budget   Research

Television

TV Dayparts

Early morning	Daytime	Primetime	Late Night	Cable

America This Morning — 97

CBS This Morning — 82

Good Morning America — 82

Today — 75

TV Dayparts

Early morning	Daytime	Primetime	Late Night	Cable

Early morning:

AMERICA THIS MORNING — 97

CBS THIS MORNING — 82

GOOD MORNING AMERICA — 82

TODAY — 75

Daytime:

maury — 263

LET'S MAKE A DEAL — 168

the PRICE IS RIGHT — 143

FAMILY FEUD — 127

TV Dayparts

Early morning	Daytime	Primetime	Late Night	Cable

Early morning
- America This Morning (abc) — 97
- CBS This Morning — 82
- Good Morning America (abc) — 82
- Today — 75

Daytime
- Maury — 263
- Let's Make A Deal — 168
- The Price Is Right — 143
- Family Feud — 127

Primetime
- American Dad! — 285
- The Simpsons — 265
- Family Guy — 250
- Bob's Burgers — 239
- Hell's Kitchen — 220

Objectives Personas Geography Seasonality Goals Media Budget Research

KFC

TV Dayparts

Early morning	Daytime	Primetime	Late Night	Cable

Early morning
- AMERICA THIS MORNING — 97
- CBS THIS MORNING — 82
- GOOD MORNING AMERICA — 82
- TODAY — 75

Daytime
- maury — 263
- LET'S MAKE A DEAL — 168
- THE PRICE IS RIGHT — 143
- FAMILY FEUD — 127

Primetime
- AMERICAN DAD! — 285
- THE SIMPSONS — 265
- FAMILY GUY — 250
- BOB'S BURGERS — 239
- HELL'S KITCHEN — 220

Late Night
- JIMMY KIMMEL LIVE! — 164
- THE TONIGHT SHOW STARRING JIMMY FALLON — 121

Objectives Personas Geography Seasonality Goals Media Budget Research

KFC

TV Dayparts

Early morning	Daytime	Primetime	Late Night	Cable
ABC AMERICA THIS MORNING — 97	maury — 263	AMERICAN DAD! — 285	JIMMY Kimmel LIVE! — 164	MTV MUSIC TELEVISION — 261
CBS THIS MORNING — 82	LET'S MAKE A DEAL — 168	THE SIMPSONS — 265		nick@nite — 248
ABC GOOD MORNING AMERICA — 82	the price is right — 143	FAMILY GUY — 250	THE TONIGHT SHOW STARRING JIMMY FALLON — 121	[adult swim] — 236
TODAY — 75	FAMILY FEUD — 127	BOB'S BURGERS — 239		CN CARTOON NETWORK — 233
		HELL'S KITCHEN — 220		

Objectives   Personas   Geography   Seasonality   Goals   Media   Budget   Research

KFC

NFL 115

NBA 164

184 (UFC)

164 (WWE)

THE FISHING & HUNTING CHANNEL 133

TV specials

BET AWARDS 211

billboard MUSIC AWARDS 121

AMERICAN MUSIC AWARDS 116

Objectives Personas Geography Seasonality Goals Media Budget Research

Digital

Website

Online Video

186,266 views • Apr 24, 2021

10K   57   SHARE   SAVE

SUBSCRIBE

Objectives   Personas   Geography   Seasonality   Goals   Media   Budget   Research

KFC

Radio

Print

Newspaper

The New York Times (146)

USA Today (132)

Magazines

Game Informer (324)

Rolling Stone Magazine (160)

US Weekly (150)

ESPN The Magazine (143)

Cosmopolitan (129)

Entertainment Weekly (107)

Out of Home

Objectives Personas Geography Seasonality Goals Media Budget Research

KFC

Billboard

FINGER LICKIN' GOODNESS
WHENEVER AND WHEREVER YOU WANT IT.

St. Louis, MO (434)

Oklahoma City, OK (263)

Houston, TX (175)

Austin, TX (151)

San Antonio, TX (150)

Dallas, TX (136)

Detroit, MI (126)

Salt Lake City, UT (122)

Phoenix, AZ (119)

Objectives   Personas   Geography   Seasonality   Goals   Media   Budget   Research

Sponsorship

Toyota Center
- Houston Rockets
  - BDI: 175

Sponsorship

AT&T Center
- San Antonio Spurs
  - BDI: 150

Sponsorship

American Airlines Center
- Dallas Mavericks
  - BDI: 136

BUDGET

Base Flow Chart

KFC

Objectives Personas Geography Seasonality Goals Media Budget Research

Base budget

National Television - 49.9%

Local Television - 2.6%

Special Television Events - 14.5%

Print - 3.9%

Internet - 14.5%

Radio - 11.8%

Sponsorship - 1.5%

Outdoor - 1.2%

Research - .2%

Sponsorship
1.5%

Radio
11.8%

Internet
14.5%

Print
3.9%

National TV
49.9%

Special Events
14.5%

Local TV
2.6%

Objectives Personas Geography Seasonality Goals Media Budget Research

Incremental Flow Chart

Objectives   Personas   Geography   Seasonality   Goals   Media   Budget   Research

Incremental budget

National Television - 53.2%

Local Television - 3.8%

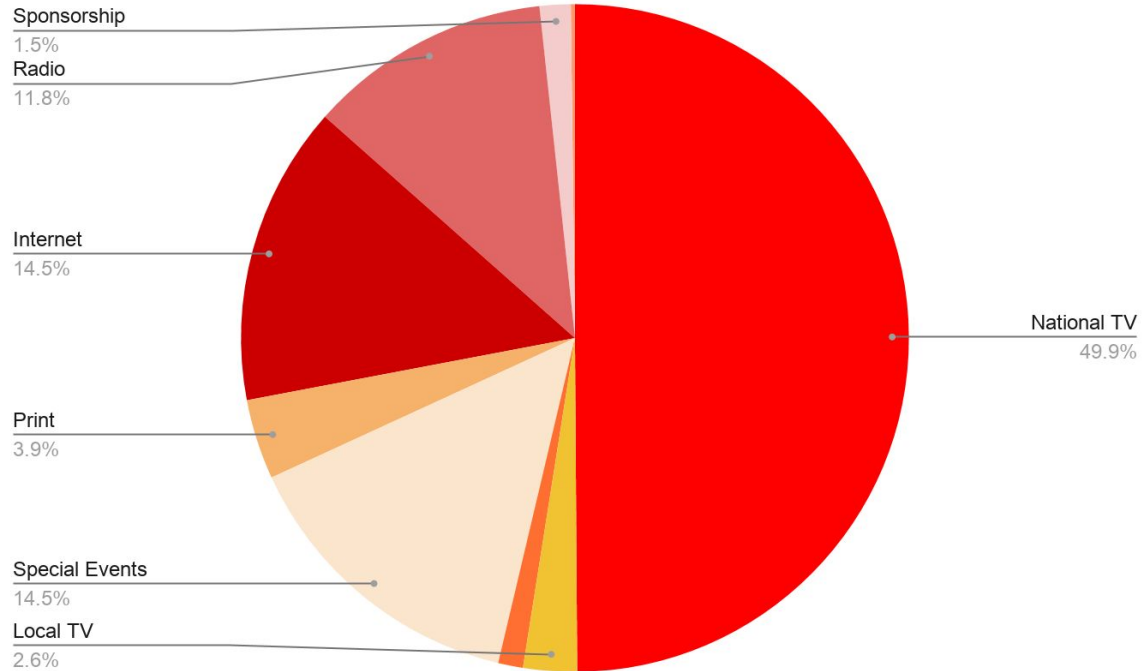Special Television Events - 11.4%

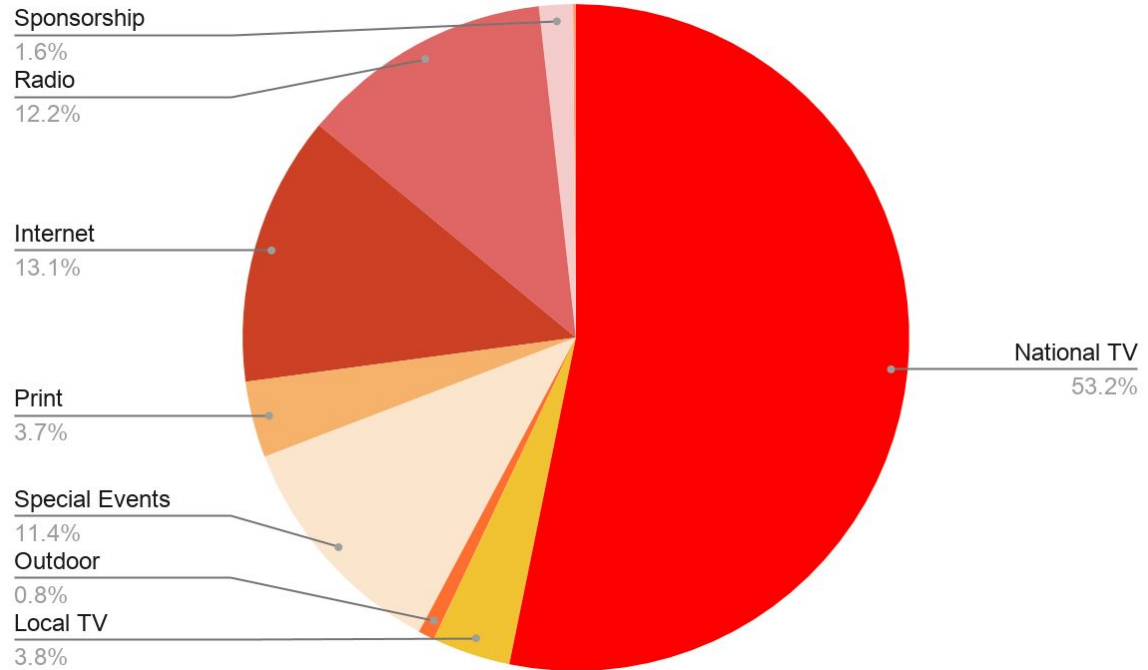Print - 3.7%

Internet - 13.1%

Radio - 12.2%

Sponsorship - 1.6%

Outdoor - .8%

Research - .14%

Sponsorship	1.6%	
Radio	12.2%	
Internet	13.1%	
Print	3.7%	
Special Events	11.4%	
Outdoor	0.8%	
Local TV	3.8%	
National TV	53.2%	

RESEARCH

Research

Spend a total of $200,000 on Research.

Monitor and compare KFC's Frozen Meals sales at the start, during, and after the campaign.

Track consumer behavior awareness of KFC's Frozen Entrees before and after extensive TV advertising and digital presence.

Track interaction and sentiment across all social media platforms throughout campaign.

Measure online video views, banner click-throughs, and all other digital interactions.

THANK YOU!
QUESTIONS?