

KFC has reason to be cock-a-hoop

By [Andrew Gillingham](#)

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KFC dominates the Fast Foods Category and is far more popular than its rivals, says Neil Higgs, director of innovation and development at TNS Research Surveys, referring to the recently announced [results](#) of the *Sunday Times* Top Brands Awards.

“The brand has around 570 outlets nationally and this is supported by strong marketing.

“KFC’s usage at 81% is very high and even among non users it has a high number of people who aspire to the brand.

“In a study we undertook last year, KFC’s advertising ranked among the most memorable,” Higgs said.

KFC’s production values in its television advertisements are particularly good with the characters’ expressions proving especially appropriate to their roles, he added.

Nando’s also does well in terms of its advertising and despite having a much smaller footprint than many of its competitors, it rated second place in the category, doing particularly well among higher LSMs.

Third place in the Fast Food Category was Steers.

Lisa Burman, marketing director at KFC master franchise holder Yum Restaurants International Africa, said the company’s vision was to be the defining global company that fed the world.

Keith Warren, general manager of Yum Restaurants International Africa, adds: “Fundamental to our success is to build KFC into a dynamic, vibrant brand throughout South Africa, Africa and the world.

“Yum Restaurants International strives towards being the best in the world at building great brands and running great restaurants, which is why we are bound together by the ‘How We Win Together leadership principles’.

“We want to build a recognition culture where every person counts and where we continually demonstrate we are a company with huge heart,” Warren added.

Nikki Rule, Yum Restaurants International Africa’s chief marketing officer, said the company’s marketing message was that its chicken had an unbeatable taste.

“There is no better way to say it than ‘it’s finger lickin’ good’,” Rule says.

Burman adds: “We continue to introduce innovative product news to our customers and aim to position the brand to ensure that KFC is perceived as a brand that keeps up with the times.”

The “taste” element is the core of the brand, based on KFC’s secret recipe of 11 herbs and spices.

However, taste alone cannot ensure success, and it does not go far enough in describing what it is that KFC actually sells.

“Today, the KFC brand sells an ‘eating experience’ that goes beyond simple taste, Burman said. “We strive to offer great service in more contemporary restaurants.”

In line with its strategy of keeping the KFC brand relevant, the company has invigorated its Colonel Sanders logo — Harland Sanders founded KFC — as well as its packaging and staff uniforms.

KFC’s brand promise is to provide familiar foods with unique tastes, based on a heritage of freshness.

Furthermore, KFC has an easy, cool attitude and a generous spirit.

KFC’s consistently high brand awareness and approval ratings serves to illustrate the success with which the company delivers on this promise.

KFC uses various media to market its product.

“We use a lot of television because it has such a broad reach in the South African market.

“However, we have also introduced magazines, radio, billboards and in-store activations, so we can build real connections with our consumers and better target different groups of consumers.

“Part of the success we have experienced in South Africa over the years and in the recent tough economic times is due to our ability to understand the rapidly changing local consumer landscape in the country.

“Despite the tougher macroeconomic environment, KFC and its franchisees will be investing between R1-billion and R1.5 billion in South Africa and we will be building 200 to 300 new stores over the next three to five years,” Burman said.

Source: Sunday Times

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