IAB Australia

Attitudes to Game Advertising – Sep 2021
KFC Case Study – Brand Bridging

THE NON-ENDEMIC BRAND CHALLENGE

KFC + (gamer avatar) = ?

THE NON-ENDEMIC BRAND SOLUTION

"RELEVANCE & AUTHENTICITY"

KFC GAMING: BRAND BRIDGE TO GAMING

SUB-BRAND: Gaming memes, polls, content, every meme trend…no chicken!!!

Esports League/ Tournament: Call of Duty, hero branding

World Cup of Games: Social poll to crown the most popular game

Animal Crossing: Build a KFC store on your island to see the Colonel

KFC Esports Fest: Stores become esports cafes!

Colonel KI (AI): League of Legends finals stats predictor. Available through mobile app

I Love You Colonel (PC GAME): Fully fledged dating sim game available for sale on Steam

Esports Performance Burger: Mockumentary for vegan burger launch

KFConsole

Meal Deal: In-game 'Fall Guys' skins and streaming event

Esports Combo: Mobile Legends partnership

Aug 2018 — Oct 2018 — Jan 2019 — Sep 2019 — Oct 2019 — Feb 2020 — Jun 2020 — Jun 2020 (Announce) — Dec 2020 (Reveal) — Jan 2021 — Jun 2021 — Aug 2020

2019   **2020**   **2021**

KFC GAMING: BRAND BRIDGE TO GAMING

COLONEL KI
THE FIRST COLONEL TO CONQUER E-SPORTS

USING AI TO **SUCCESSFULLY PREDICT IN REAL TIME** THE MOST POPULAR E-SPORTS GAME ON THE PLANET

GAINED **70+ MINUTES OF DAILY BRAND EXPOSURE** AND **+1.9MIL MENTIONS** DURING THE TOURNAMENT
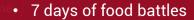
KFC MINDSHARE

Colonel KI (AI):

KFC China & PentaQ mobile app based AI to make accurate real-time League of Legends match predictions.

- **70 min daily brand exposure (x4)**

- 203M audience reach

- 1.9M onscreen brand specific comments

- 35M Weibo KFC topic views

- **100% coupon take up (vs. 3%)**

- **25% coupon redemption (x25)**

Fall Guys Combo Challenge:

KFC Costa Rica leveraged Fall Guys 'Fast Food Skin Pack' with streamers for in-game battles, driving IRL rewards based on outcomes.

- 7 days of food battles

- **41,000 min watched**

- 988K audience reach

- 738K social impressions

- **70% code redemption**

- **37% increase in sales**

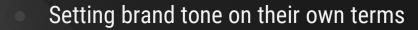THE COMBO **GAMER ROYALE**

2019   **2020**   **2021**

CROSS-POLLINATION BRAND BRIDGING WORKS

KFC GAMING =

- Setting brand tone on their own terms

- Speaks to all gamers, casual and professional

- Future-proof, reaching GenZ and below where paid media fails to connect

- 'Always-on' interactive fan engagement

- Leveraging gaming to it's full potential

"RELEVANCE & AUTHENTICITY"

Thank You.

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