

# KFC Benchmark Report

## Executive Summary

KFC's focus on bundled value, relevant marketing and quality improvements continues to propel sales growth and builds on the chain's considerable brand equity in the form of its world famous Original Recipe and Extra Crispy seasonings/coatings (contemporized by the addition of its Nashville Hot spicy & Honey Mustard BBQ regional flavor profiles). KFC's compelling value strategy offers consumers price certainty for complete, "real" meals and a promotional focus on \$5/\$20 Fill-Ups & \$10 Chicken Share deals keeps things simple and affordable. Strong, innovative marketing benefits from creative Colonel impersonations and KFC's education-plus-humor ad strategy has helped increase ad awareness. Further, KFC does well with online marketing, generating digital share of voice that far exceeds digital spend and, resultantly, the chain has enjoyed a +45% increase in Millennial consideration over the last 3 years. Investments in equipment & training provide a more consistent customer experience and going forward sales should benefit from remodel program acceleration with plans to update 70% of the system by 2020. In conclusion, KFC is making Southern fried chicken cool again with its holistic, 360 degree "re-Colonization" concept upgrade.

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Restaurant Research LLC leverages an extensive network of industry players as part of its annual Concept Benchmark Analysis due diligence process for 22 large US restaurant chains. Also, RR tracks store level data for all major chains with system-wide sales in excess of \$1B across all major restaurant segments in order to produce 11 key Industry Data Topic reports. For more information please contact us at [info@ChainRestaurantData.com](mailto:info@ChainRestaurantData.com) or 203-938-4703.