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Favorite PR Campaign

A Public Relations campaign consists of tactics that are used to accomplish a common goal for a business. Campaigns are important since they establish brand identity, open new opportunities, raise awareness, drives sales, and increase the credibility of the company. Kentucky Fried Chicken (KFC) is widely known across the world for its delicious fried chicken and homemade sides.

KFC has one of the most famous slogans, “It’s Finger Lickin’ Good,” since opening in 1952. In March 2020 their PR account executive, Beth Ellis, changed that amid the coronavirus pandemic. Instead, they blurred out the words “Finger Lickin’” so the slogan would just say “It’s...Good” and underneath they added, “That thing we always say? Ignore it. For now.”

This was an attempt to spread community safety and awareness. Instead of licking fingers, it was important to promote washing your hands to prevent getting COVID-19. This was a creative way to spread awareness about the global health concern but also brought positive momentum to the company.

“It makes the brand more relevant in the minds of consumers at a low cost and reinforces the existing slogan by announcing its temporary removal. I don’t think the fear of germs is impacting the KFC business, but it, as all brands are, are struggling with the decreased footfall due to Covid-19, and that this is putting it in the spotlight, said Akestam Holst’s senior advertising

planner. He perfectly summarized the exponential reach the company accomplished with the slogan change.

KFC utilized the Systems Theory and the Situational Crisis Communication Theory when creating this campaign. The Systems Theory consists of monitoring the company's environment and cultural impact than making the necessary changes to fit within these expectations. Due to the COVID-19 pandemic, companies across the world were expected to adapt to changes that profited community health rather than profit. The Situational Crisis Communication Theory consists of actions that uphold a company's reputation during a catastrophic situation. Amid the COVID-19 crisis, many companies were falling far below-average profit margins. KFC successfully utilized these theories by converting their slogan to something that would spread light on the seriousness of the pandemic while also conjuring positive conversation around their company.

I was surprised that KFC is still using the changed slogan to this day. Usually, companies have set times that PR campaigns will run, but it seems as if they are using the new slogan indefinitely. Throughout the past year, they have even started adding different billboards and advertisements that build off their slogan. I believe that this is a genius marketing and public relations tactic by sympathizing with the community but also building brand awareness simultaneously.

Based on what I learned from KFC's campaign, I believe it would be beneficial to include those same theories that they used in my agency's campaign. By using these theories that utilize the

environmental impact of the pandemic, but also raising awareness for struggling companies there would be many different strategies and tactics available to employ. Therefore, by making the pandemic a core message of the campaign it will draw positive publicity for the company we decide to use.



Sources:

<https://www.sapiencecommunications.co.uk/insights/understanding-the-purpose-of-a-pr-campaign/>

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