

KFC Indonesia Always Original



Our services:

Digital &
Social Media

Production

KOL & Buzzer
Management



As the new brand strategy was set globally by KFC, KFC Indonesia have to adjust the representation to be aligned with the global brand. "Always Original" is being the brand essence that guides our strategies to represent the digital presence.

Change the corporate voice become people voice

“Always Original” is interpreted as the authenticity, the uniqueness that comes from Indonesia. It’s about understanding the culture, fulfilling the local taste, and being personally close and relevant to the audience.



Riding The Local Momentum

Our mission requires us to feel & understand the surrounding culture, to find & fulfil the local taste, and to keep our distance close & relevant to the audience. These qualities have helped us in creating our state-of-the-art execution tactic that we are proud of, which is; to ride the local momentum.

One of the example of us executing the ‘riding the local momentum’ tactical was when the Gundala Film was released. We successfully included KFC Indonesia’s brand as a part of the social media discussion of the movie, even commented by the movie director, Joko Anwar.



KFC Indonesia social media overall performance



1.585.857 followers
/ August 2020

▲ **190%**
August 2018 -
August 2020

300.000-500.000
organic engagement
/ month

▲ **3-5%**
/month

13.000.000-
17.500.000
organic impression
/ month



339.365 followers
/ August 2020

▲ **9,86%**
August 2018 -
August 2020

100.000-150.000
organic engagement
/ month

800.000-
1.000.000
organic impression
/ month

From MediaWave polling KFC Indonesia beat McDonalds and Burger King for netizen favorite social media account.

Featured on

detik.com

HYPEBEAST

KOMPAS.com
JERNIH MELIHAT DUNIA



LINE TODAY

TheJakartaPost

wowkeren.com



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