

# KFC Indonesia

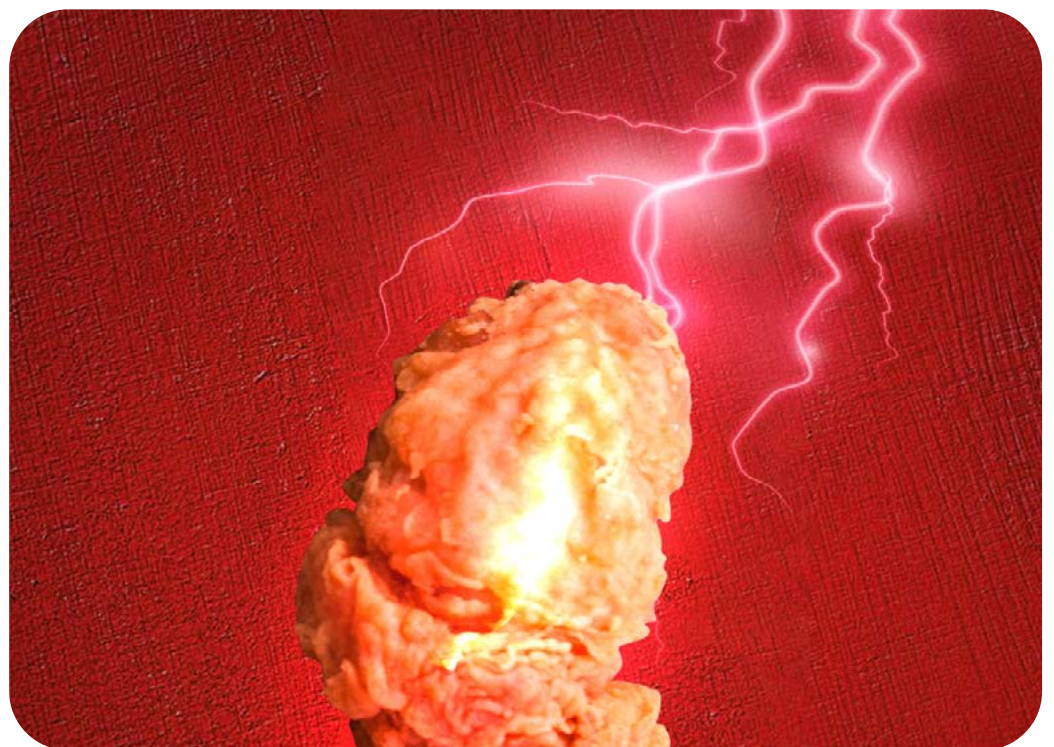
## Stealing BK's Thunder



### Our services:

Digital &  
Social Media

Production



In the first week of November 2020, Burger King took social media by storm with their global campaign "Order from McDonald's". The impact of this campaign was so massive that it even got our audiences to pushed us for a response.



While other brands responded with a basic "thank you", we felt that it does not quite cut it for us. We felt like we should do something more about this.

When we observed deeper in the campaign,  
we learned a few things:

1. “Order from McDonald’s” was a genius campaign, but when we took a deeper look into it, it actually only benefits Burger King’s brand image and does not necessarily beneficial for the wider public.
2. Because of their perceived sincerity in the eyes of the audiences, Burger King received enormous sympathy.
3. Thanking Burger King only serves to benefit Burger King rather than KFC because of KFC Indonesia’s larger number of followers.
4. Some brands that followed the “Order from McDonald’s” approach are perceived as insincere and hollow.

So, the challenge that  
we are up against is:

How to turn away  
the public discussions  
from Burger King  
with a campaign that  
offers greater value  
for the public,  
without dragging  
in competitors.

We came up with the concept “Support Local Business” with an added value of offering room for promotion for Indonesian local micro, small, and medium businesses through KFC’s comment section, with 20 of the most favorite brands to be featured in KFC Indonesia’s Instagram Story.

**PANDEMI INI BERDAMPAK PADA KAMI, DAN PASTI PADAMU JUGA**

41 tahun telah berlalu sejak pertama kali kami hadir di Indonesia. Banyak dari kamu telah mengenal kami sejak dalam bedongan, beberapa saat masih di”suir”in ayam dan beberapa saat sedang ulang tahun di KFC. Sangatlah perih hati kami saat pandemi tiba karena dampaknya yang nyata pada KFC, dan pasti kepada bisnismu juga.

Maka dari itu, kami ingin menawarkan kamu untuk mempromosikan bisnismu secara cuma-cuma ke 1.6 juta followers KFC Indonesia melalui kolom komentar post ini, dan 20 brand terfavorit juga akan kami endorse melalui Instagram Story akun KFC Indonesia.

Kami berharap inisiatif sederhana ini bisa sedikit membantumu.

Salam,  
KFC Indonesia  
**KFC**  
*Support Local Business*

November 7 18:37

**Pecinta mie harus order @mie\_garing nih! Fotonya aja udah bikin ngiler 😋**



mie\_garing Tuh mie nya dah di ekspos kak @hennhsu nyam... nyam... 🤤🤤🤤 more

**#kfcsupportbrandlokal**

**MEKANISME:**

- Tuliskan promosi brand kamu di kolom komentar

contoh:

“Semenjak pandemi, aku nyari tambahan dengan jualan cupang. Boleh dilihat-liat ya, siapa tau ada yang tertarik, kita lagi ada diskon 20% juga”

- Kami mengutamakan bisnis dengan followers dibawah 10k
- Bisnis tidak tergolong kategori Produk layanan ilegal Non-halal, berbau SARA & pornografi
- Promosi melalui kolom komentar dan Instagram Story akan dilakukan pada tanggal 7-8 November 2020

**#KFCINDONESIA**  
**#KFCSUPPORTBRANDLOKAL**

November 7 18:58

**Udah punya rencana buat liburan? Kalau belum, cari destinasi wisata favoritmu di aplikasi anak bangsa ini yuk! @officialholiyay**



officialholiyay Dengan bangga kami memperkenalkan Aplikasi... more

**#kfcsupportbrandlokal**

# Aaaand... BOOM



**<900.000 reach**  
from one post

**100% increase**  
in daily followers growth

**MOST** liked  
KFC Indonesia post

**2nd** most engaging  
KFC Indonesia post

**3rd** most commented  
KFC Indonesia

**+Media** exposure  
from various



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