

MIND

4th May 2023

K F C & M I N D S H A R E

FINGER CLICKING GOOD

KRISHEN JOSHI
HEAD OF MARKETING SCIENCE UK

Geospatial World Forum 2023
Retail & Commerce: Driving Innovation with Location Intelligence

SHARE

K F C & M I N D S H A R E

+70%

THIS RESULT WAS ACHIEVED USING AN INNOVATIVE DUAL APPROACH

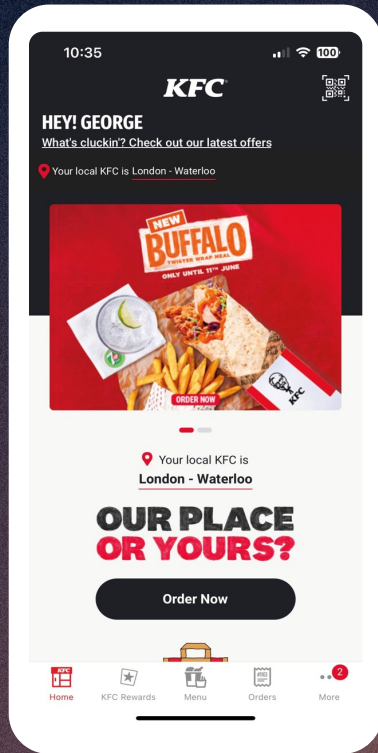


ADVANCED GEO-TARGETING &
OMNICHANNEL ACTIVATION



ONGOING HOLISTIC
MEASUREMENT

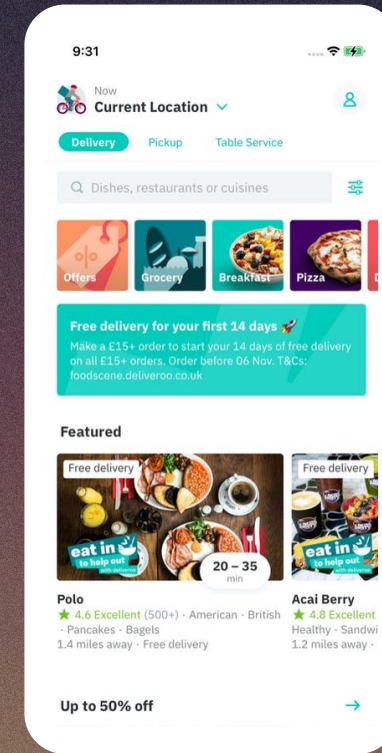
OUR CHALLENGE: HELP LAUNCH KFC'S OWN DELIVERY PLATFORM



By getting customers to download and order via the KFC app

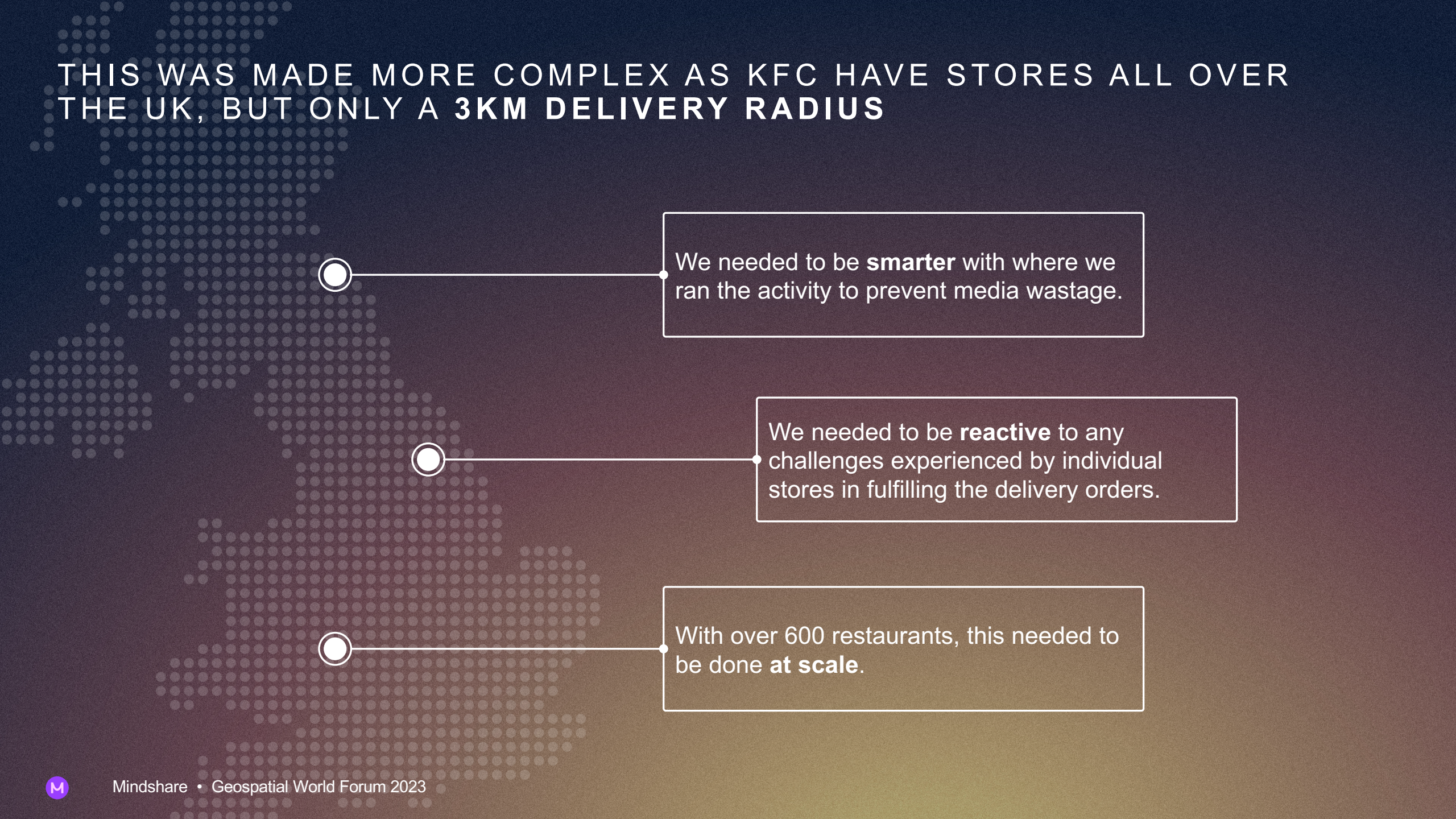


Using a 'First Bucket On Us' exclusive offer creative



To disrupt and disintermediate the food aggregator platforms

THIS WAS MADE MORE COMPLEX AS KFC HAVE STORES ALL OVER THE UK, BUT ONLY A 3KM DELIVERY RADIUS



We needed to be **smarter** with where we ran the activity to prevent media wastage.

We needed to be **reactive** to any challenges experienced by individual stores in fulfilling the delivery orders.

With over 600 restaurants, this needed to be done **at scale**.

UNMISSABLE PROVIDES A SOLUTION FOR MEDIA ACTIVATION

UNMISSABLE

Unmissable is a GroupM collaboration that delivers multi-channel programmatic media, at broadcast scale, whilst still being targeted to the areas that matter.



AREA FIRST
APPROACH



HOLISTIC MULTI-
CHANNEL ACTIVATION



IN FLIGHT CROSS-
CHANNEL OPTIMISATION

WE USED KFC'S 1ST PARTY DATA TO FUEL REAL TIME OPTIMISATION

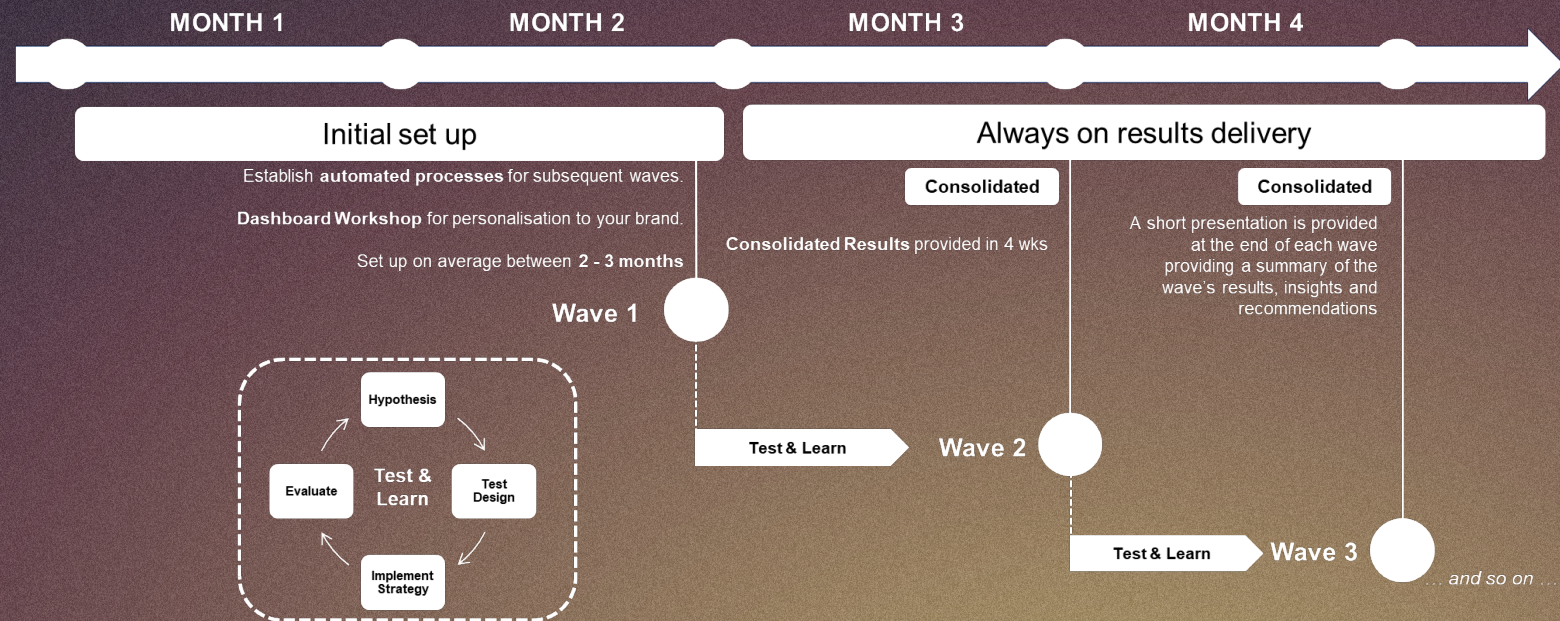


REACTIVE MEDIA ATTRIBUTION (RMA) PROVIDED A SOLUTION FOR HOLISTIC CAMPAIGN MEASUREMENT & ONGOING EVALUATION

RMA is a Mindshare developed **cookie-less** marketing analytics & ongoing measurement approach...

...designed to evaluate the holistic performance of **both tactical and strategic** paid media campaigns...

...providing actionable recommendations **via a dashboard every month** to enable a rigorous test & learn strategy.



WE USED RMA TO IDENTIFY BEST PERFORMING CHANNELS WITHIN THE APP/DELIVERY FOCUSED CAMPAIGNS (INCLUDING UNMISSABLE)



UNMISSABLE

Unmissable drives **2.5x more app sessions per impression** than the next best campaign, and is on a flatter part of the curve.



DELIVERY AWARENESS

VOD drives **5x more app sessions per £ spent** than Linear TV within Awareness campaign.



DELIVERY ACQUISITION

Within Delivery Acquisition, Display ranks lowest and OOH & Audio rank highest in terms of app sessions per £ spent.

INSIGHTS ARE TURNED INTO ACTIONS, OF WHICH WE MONITOR THE RESULTS TO ENSURE WE PROPERLY CLOSE THE LOOP

INSIGHT

Unmissable drives **2.5x app sessions** per impression than the next best campaign and is on a **flatter part of the curve**.



ACTION

Added 20% spend to Unmissable for Summer 2023, taken from campaigns further into diminishing returns.



RESULT

+57k app traffic for 0% additional investment.

Within Acquisition campaign, **Display ranks lowest and OOH & Audio rank highest** in terms of app sessions per £ spent.



Increased OOH and Audio % split vs Display within Unmissable to **72/28 vs 59/4**.



+45k app traffic for 0% additional investment.

VOD drives **5x more app sessions per £ spent** than Linear TV within Awareness campaign.



High ranking **VOD to be added to Acquisition campaign** in place of lower ranking Display.



+310k app traffic for 0% additional investment.



group^m

UNMISSABLE

BROADCAST POWER, PROGRAMMATIC PRECISION

ADVANCED GEO-TARGETING &
OMNICHANNEL ACTIVATION

+39%



RMA

ONGOING HOLISTIC
MEASUREMENT

+31%



3 KEY TAKEAWAYS

1

Geo-targeting with an omnichannel approach can provide a solution to a fragmented media landscape

2

Utilise existing 1st party data to enrich your geo-graph and fuel your targeting strategy

3

Ensure you have a measurement solution in place to enable ongoing experimentation & optimisation