



Campaign Budget: R100,000

Campaign Flight: 2 - 16 June 2017

Impressions Delivered: 348k

Views Delivered: 55,4k

Case Study: KFC Add Hope

The Brief

In an attempt to correct some of the severe food shortages in South Africa, KFC started the "Add Hope" feeding scheme. The idea was simple; ask every KFC consumer to donate R2 with every meal bought. Now in its 7th year, consumers are no longer parting with their R2 as easily as they initially were. The problem is that they cannot see where their money is going and how it impacts thousands of children's lives every day.

To correct this, KFC wanted to run a mass awareness campaign that used a 360° video of the child beneficiaries playing and laughing in a playground. The only catch was that the campaign had to be targeted at previous KFC consumers - on their mobile devices.

Campaign Context:

South Africa as a developing country is facing severe food security issues.

With a national population of 55.91 Million people, StatsSA report that 1 in 2 South Africans are currently living under the poverty line and a further 14 million people go to bed hungry every day. Furthermore, the University of Cape Town estimates that of the 11,9 million children in South Africa, 75% of South African kids go hungry every day. With little or no nutrition, hungry children simply don't attend school because they cannot concentrate.

In embracing an African concept of Ubuntu, translated as **"humanity towards others"**, KFC South Africa initiated a campaign for change; a campaign to try rectify the extreme food security issues children face. In 2010, KFC started a feeding scheme initiative known as "Add Hope". Add Hope partners with over 137 feeding institutions across South Africa and reaches over 120,000 children daily. Through the "Add Hope" campaign, which has now been running for 7 years, KFC SA challenged its customers to donate just R2 with each KFC meal purchased. The R2 goes towards feeding children in early developmental age groups (newborns to 6-year olds) in creches, kindergartens, nurseries, primary schools & shelters harbouring orphaned as well as underprivileged kids in extremely impoverished communities.

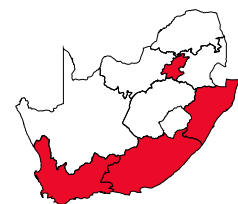
Having raised R387 Million for "Add Hope", KFC wanted to celebrate and show appreciation to all contributors. However, a challenge was met. KFC realised that consumers who supported the "Add Hope" campaign were wondering just how big a difference their mere R2 donation was making.

Target Audience:

The target audience was existing and/or previous KFC consumers between the ages of 16-35, who live within the major South African metropolitan areas (e.g. Johannesburg and Cape Town). This audience had to own a smartphone and be "tech savvy" (they feel comfortable using technology).



16 - 35



High Level Strategy:

In marking World Hunger Day and World Hunger Month (May 28, 2017), KFC formulated a first-of-its-kind digital strategy, using digital video to create an emotive experience, inviting South Africans to virtually meet some of the children who benefit from the “Add Hope” R2 contributions.

Virtual reality (VR) ads, augmented reality (AR) ads and 360° video ads are new in digital media marketing. Immersive video consumption is getting rapid traction among the millennial and generation Z groups on YouTube and Facebook.

We found that KFC consumers considered the brand to be cool and trendy, especially amongst the 16-35 year old target audience. This was further supported in the 2017 Sunday Times’ Generation Next youth study, where KFC came in 2nd place as the ‘Coolest Fast Food Place’ in South Africa. KFC being synonymous as a cool brand, utilised 360°/ VR to their advantage in the mass awareness campaign for “Add Hope”.

To target this urban audience, we used programmatic media’s reach capability through smartphone mobile device targeting. Because KFC has run numerous online campaigns in the past, it leveraged the collected 1st party data audience sets in reaching its consumers to show them gratitude for participating in the “Add Hope” campaign.



Campaign Objectives:

- Make 5000 KFC consumers Aware of where their R2 for Add Hope goes.
- Create awareness amongst KFC consumers in an inspiring and immersive way.
- Achieve a CPV of, or less than, R2.10- the global benchmark.
- Surpass the industry average Engagement Rate of 3%.

EXECUTION

We had the idea of using emerging technology in the form of a 360° / VR video being placed within a 300x250 pixel standard online banner. Whilst targeting smart phones only, the campaign created a captivating mobile-first experience that the audience knowingly and willingly wanted to engage with.

The banner ad displayed a one touch VR mode, inviting mobile users to insert their mobile device into a VR headset, to be immersed into the experience of kids playing at one of “Add Hope’s” beneficiaries (a place called Afrika Tikkun in Alexandra, Gauteng) getting a first-hand VR experience of where their donations had gone.

The 300x250 ad unit was built in under 100kB using HTML5 rich media and ad-served using a combination of Advrtas’ patent-pending Panamorphic Ad technology and programmatic advertising to South African audiences via a Real-Time Bidding process.

The targeting set up for the campaign was precise and we utilised KFC’s 1st Party Data gathered from previous campaigns we had run. The 1st party data ensured that only consumers who had previously engaged with KFC ads were targeted and therefore more likely to be aware of the “Add Hope” campaign.

Additional layers of targeting (such as: operating systems, handset models, connection types (Wi-Fi/Network) location, time of day) were implemented to further ensure that the ad was served to the right audience at the right time, with the aim of achieving a maximum brand awareness drive as well as quality engagements.

As we ran the campaign programmatically, we were able to also target specific mobile device IDs and mobi sites that KFC’s consumers frequently visited. Lastly, hyper-local targeting was enabled to reach relevant users within a 1-5km radius of a KFC restaurant. Thus, creating a top of mind effect and driving users to the nearest KFC in order to “Add Hope” one more time.

Conclusion:

This technical development was first of its kind and has showed huge potential for the future of digital advertising.

We took advantage of the opportunity to showcase the effectiveness of mobile rich media and convey a South African first for immersive VR/360° video consumption on mobile devices, with or without a VR headset.

ROI & Results:

The return on investment, with regards to **sales**, was **not** the objective of this campaign. KFC’s primary objective was to let consumers know where their R2 had gone. This campaign was also one of the first of its kind in South Africa so there was nothing to compare it to. However, as it was an awareness campaign, we compared the results of the campaign to Global Benchmarks- particularly engagement and time-on-unit metrics. As all the results were significantly better than the benchmarks, KFC and Mark1 Media both agree that this campaign was a success.



Engagement Rate

Results - 26,89%

Global Benchmark -3%

ROI - 9X Higher



View Through Rate

Results - 91%

Global Benchmark - 40%

ROI -2X Higher



Time Spent on Unit

Results - 1 Min 8 Sec

Global Benchmark -37 Sec

ROI - 1.8X more



CPV

Results - R1,80

Global Benchmark - R2.10

ROI - R0.30 less

Conclusion

Brendan Sterley, Creative Director for Mark1, states that: "Virtual Reality breaks down the barrier between the virtual and physical worlds allowing users to step inside the digital world and experience something they never knew was possible.

This creates new exhilarating ways for users to engage with brands and enables the participant to not just be a passive consumer, but an active participator. KFC Add Hope has done just that. They have made active participants of their "Add Hope" supporters. By creating an experience using VR, allowing supporters to connect with the brand in a new and unprecedented way."

"The success of the KFC "Add Hope" campaign illustrates that immersive advertising is not only a great tool for driving brand engagement and affinity, it's also a powerful vehicle to be used for social good," commented Advrtas CEO, Robert Bruza.

"Advrtas is honoured to have been a part of this campaign and look forward to working with Mark 1 and other leading brands as they leverage the power of technologies like 360°content, VR, and AR to elevate the consumer-brand relationship."

Pilira Mwambala, AdOperations Director for Mark1 Media, comments that: "360°/ VR ad solutions are becoming significant for brands who seek responsive and interactive engagements. Being part of executing this unique, first to market game changer illustrates that South Africa is in line with global ad technologies.

Brand storytelling via immersive content can only go up."