

KFC's Foray Into Cricket

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The game we love

The American Super Bowl may well be one of the most watched sporting events in the Americas, but it cannot lay claim to being the most popular sporting event in the world. Soccer is the world's most popular sport with more than half of the world's population watching the finals of the last World Cup. Next on the popularity index is cricket. Most people would be surprised at cricket's worldwide popularity. But when one considers that approximately half of the world's population lives in India, Pakistan, Bangladesh and Sri Lanka, then cricket's popularity as a spectator sport should not come as a surprise. Moreover, cricket is the national sport of England, Australia and New Zealand.

The two great passions of the Caribbean

Cricket, the game most loved by the Caribbean, has a known history dating back to the 16th century. The game originated in England and is now played professionally in many commonwealth countries. In the English-speaking Caribbean, there are two great passions: Cricket and KFC. Like the oak and cedars of Lebanon, they stand like giants in the culture and history of the Caribbean people. It would therefore seem a natural progression for these two great icons to collaborate in some form of commercial venture. It is almost unimaginable that this did not happen prior to 2005.

KFC gives back to the people of the region

In 2005, several key CARIBLA franchisees, supported by the Regional Marketing Council, made a strategic decision to give back to the people of the

Caribbean by supporting the game. Declining in popularity both locally and internationally, the West Indies Cricket team was in its darkest hour. This was a bold move at the time on the part of the franchisees who knew full well that their engagement at this juncture was more philanthropic than commercial. But it turned out to be a "Midas-touch" type of decision.

The sponsorship of the West Indies Cricket team by KFC CARIBLA coincided with a dramatic improvement in their performance. They defied the skeptics and surpassed the expectations of even the most ardent supporters. This generated a tremendous amount of goodwill for KFC and deeper emotional attachment to our KFC Brand.

KFC's initial foray into the local tournament allowed us to strengthen our relationship even further when we extended this sponsorship to the West Indies Cricket team that participated in the biannual ICC Cricket Cup, the second most important event after the Cricket World Cup. Incidentally, the team, expected to be knocked out at the initial stages of the tournament, eventually made it to the finals. The general feeling following the tournament was that the team didn't need a new coach or a new set of players but rather, a winning brand like KFC as a sponsor.

This provided huge global publicity for the KFC brand, especially in the Far



CARIBLA
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KFC sponsors Windies for Champions

NEW DELHI: KFC, the world's largest chicken restaurant chain has announced its global sponsorship of the West Indies cricket team for the ICC Champions Trophy 2006, a showpiece for the world's best teams. This event is being held for the first time in India from October 7 - November 5, 2006. Enthusiastic about the sponsorship of the West Indies Team, Sandeep Kohli, Managing Director, Indian Sub-Continent, Yum! Restaurants International, said, "In a country where cricket is a passion...almost a religion, we are excited that we are sponsoring the talented West Indies Team for the ICC Champions Trophy. The combination of cricket and finger-licking food is one of the best ways to contribute to the excitement of the festive season for our customers, to delight them and bring them back for more fun and finger-licking food."

Aiming to capture India's excitement and passion for cricket, teamed with KFC's unique finger-licking food, the West Indies 11 also flagged off KFC's

Bucket Mein Cricket month-long promotion (till October 31, 2006).

Speaking on the occasion, Anil Meeliratta, Chief Marketing Officer, Yum! Restaurants International said, "The ICC Chicken Bucket has brought barrels of fun to family picnics, parties, reunions and everyday meals worldwide. Now customers in India can not only take home and enjoy the unique taste of KFC's



Chicken Bucket at a special price but also win a once in a lifetime opportunity to meet select members of the charismatic West Indies cricket team and a chance to get special bats autographed by the entire team."

and Gandhigiri



East and in India in particular where the tournament was held. (See press clippings.) What started as a contribution to the game developed into something much larger than we could have imagined. PepsiCo, our strategic beverage partner and one of the four Global Sponsors for the Cricket World Cup 2007, negotiated secondary branding rights on KFC's behalf at each of the venues in the Caribbean where the tournament was played. KFC fran-

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chisees were able to take advantage of these once-in-a-lifetime opportunities.

The Cricket World Cup

The execution of the Cricket World Cup – eight different countries with more than 51 matches over a six-week period – had its challenges and was an enormous undertaking. In some of the small islands where matches were hosted, the population does not exceed 60,000, and infrastructure and resources are *second-world* at best. However, none can argue that these series of matches have not been a success for the people of the Caribbean and for KFC. Give the boys and gals from CARIBLA some recognition for “stepping into their greatness.” We do so by doing what others have not done, in order to achieve what others will not achieve. ♥

RACING FOR MORE BRAND AWARENESS

KFC Costa Rica is a primary sponsor of the Lotus Exige Race car, which participates in the GT3 Category in both the Costa Rica National Racing Championship and the Central American Racing Championship.

In 2006, the KFC-sponsored Lotus Exige, piloted by KFC franchisee Richard Eisenberg, won the Central American Championship and finished second in the Costa Rica National Championship.

The KFC racing team's strategy is linked to excellence and speed of service, which also characterizes the KFC brand in the region.

KFC Costa Rica has taken advantage of the sponsorship opportunity and popularity of the winning KFC Lotus Exige: During racing events, KFC racing models pass out KFC coupon offers and collectible paper models of the KFC Lotus Exige. In addition, the KFC



models take pictures with hundreds of race fans during each event. In fact, the models are some of the most widely photographed models posted on the Central American Racing sites (www.mundomotorizado.com, www.laguacima.com, etc). Finally, KFC is an official food supplier for all of the media events and the Toyota Racing Team (Escuderia Toyota), which has also won several important races. All of this exposure has helped increase KFC's brand awareness and popularity in Costa Rica. ♥

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