

# KENTUCKY FRIED CHICKEN

Using Digital Menu Boards to Drive Sales and Showcase Promotions



## Basic Stats:

Client: Kentucky Fried Chicken (KFC)

Type of Client: Hospitality - Quick Serve Restaurant

## Project Details:

KFC was looking for a new method to display their menu board of product offerings in its locations. The system needed to be reliable, cost effective and improve messaging compliance. Wireless Ronin was chosen to implement the RoninCast® digital menu board system into locations selected for a series of pilot and market tests. To-date the digital menu board system is being used in over 120 corporate and franchise locations. The network continues to expand into new markets throughout the U.S.

## The Challenge

KFC Corporation, based in Louisville, Kentucky, is the world's most popular chicken restaurant chain with more than 11,000 restaurants in more than 80 countries and territories worldwide. KFC is part of Yum! Brands, Inc., which is the world's largest restaurant system with over 32,500 KFC, A&W, Taco Bell, Long John Silver's and Pizza Hut restaurants in over 100 countries and territories.

KFC was seeking new, efficient and cost effective way to advertise product selections in their locations in a dynamic format, making it easier to launch new products and showcase promotions. KFC franchisees also required flexibility to display additional KFC approved menu supplements that appeal to their local customer bases. Most importantly, this system needed to be reliable and increase their in-store menu board compliance.

## The Solution

In 2007 KFC initiated the launch of a digital signage network in five locations, known as the Pilot Test. During this phase of the testing KFC reviewed the software, hardware and installation process of replacing static menu boards with RoninCast digital menuboards.

Each KFC location replaced static menu boards with four landscape mounted 40" NEC LCD screens. With the RoninCast software powering the displays KFC is able to reallocate many existing assets to update menu pricing, promotional video and animation from a central location. Subtle animation was used to maintain an easy-to-read format while still engaging the customers. Video, audio and more active animation

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is displayed on each location's "promotion board", which is a vertically mounted 40" LCD display located at the side counter which highlights specials, new products and promotional initiatives.

Upon the successful completion of the Pilot Test, KFC launched the Market Test phase of their network deployment in January of 2008. Locations in Orlando and Boston were selected to test the effectiveness of the content, customer feedback and revenue impact. The locations were outfitted with the digital menu boards and promotion boards. These cities were used as "match sets" in which half of the KFC locations in the city were upgraded to digital and half were not. This allowed for a more accurate measurement of all success criteria of the Market Test. During the Market Test some multi-brand locations were outfitted with five screen digital menu boards to display menu items for a KFC location co-located with another Yum! brand such as Taco Bell, A&W and Long John Silvers.

The KFC network expanded its Market Test footprint by moving into Oklahoma City and Las Vegas. In this new phase, known as the Extended Market Test, each of these cities went fully digital by installing the RoninCast digital menu board system into all locations. The Extended Market Test implementation brought the KFC digital installation upgrade to a total of 121 locations.

Content for the network is developed by KFC's agency, Creative Alliance, also based in Louisville, KY. Creative Alliance is responsible for the design and layout of KFC's traditional menu boards and now develops content for the dynamic menu boards to reflect the same look and feel. They manage content through a web portal for product and/or pricing change updates.



### The Result

KFC successfully implemented digital signage to address a variety of issues surrounding traditional menu boards and the in-store environment. With digital menu boards KFC is able to update their content from an off-site location and monitor that each location is in 100% compliance. This process within itself eliminated most if not all printing and shipping costs related to the menu board and also allowed for faster rollout of new programs or promotions. KFC will be reviewing the effectiveness of the messages to impact customer experience and sales impact, but have not publically shared any results to-date.

KFC has been innovative in not only improving their in-store environment with more a dynamic visual platform but also their focus on costs related to updating menu boards nationally. Their digital signage network provides a seamless, integrated look through all of their locations which will strengthen their brand image with consistency in any location.



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