



KENTUCKY FRIED CHICKEN

500TH RESTAURANT OPENING

OBJECTIVE

As part of on-going corporate and consumer brief, Storm was briefed by KFC to open its 500th restaurant in the UK. The challenge was that it was in Cardiff, the client wanted headline national coverage and we had just two weeks to pull it off.

SOLUTION

On the face of it, the opening did not lend itself to national news coverage and due to the location, it was more of a regional story than a 'front page' national one.

Storm decided to create an angle of job creation around this landmark opening, highlighting the fast food chain's expansion plans for the next five years and reinforcing its positioning as being an innovator in the sector. Released as a 'Sunday for Monday' story, Storm targeted the business sections of the nationals as well as the major morning TV and radio news programmes. Locally we held an opening event in aid of the company's nominated charity, and invited a local celebrity to release 150 balloons from the restaurant to raise money for this worthwhile cause.



▶ RESULTS

On the morning of the opening, KFC achieved over 21 minutes of national broadcast coverage, ranging from Sky News, Channel Five, GMTV News, BBC News 24, BBC Working Lunch, CNBC, 'Today' Programme, Radio 5 and Virgin. Blanket coverage across the nationals was also achieved with The Independent, Times, The Business, Mirror, The Sun, Express and Daily Star. Locally, KFC dominated the news agenda on the day of the opening, with BBC TV Wales and S4C both attending for the evening news programme, regional radio interviews and prominent news items in both the South Wales Argus and Western Mail.

KFC credited the opening coverage as lifting sales three index points on its sales chart, at a time when no TV advertising was taking place.



Western Mail

FUNNY: Jamie Boulch at the opening of the UK's 500th Kentucky Fried Chicken store in Cardiff. Picture: ANDREW PARKINSON

KFC to create 10,000 new jobs UK-wide

FAST food chain KFC is to open 500 outlets over the next five years, creating 10,000 jobs, it was announced yesterday. The firm was founded by Harland Sanders, a chef from the small town of Corbin, Kentucky. He opened his first restaurant at 0 after selling food from a local service station and Kentucky state appointed him a colonel in recognition of his work. In 1952, at 65, Colonel Sanders started his own franchise selling chickens in restaurants across the US. The company now has almost 10,000 outlets in 82 countries. The first KFC restaurant to open in the UK was in Preston in 1965. The company opened its 500th UK store in Queen Street, Cardiff, at the weekend. KFC serves eight million customers across the world every day and almost six billion chicken pieces are sold every year. Ten pieces of chicken are sold in KFC outlets in the UK every minute. The company plans to open 50 outlets in the UK next year. The chain has seen a 76 per cent growth in sales over the past five years and the fast food sector is growing by five per cent a year in the UK.

NEIL JONES

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THE Mirror

FINGER LICKIN' GOOD: Jamie Boulch gets stuck into his favourite meal at the new KFC in Cardiff. Sprinter Jamie just loves fast food

WEST-SEA sprinter Jamie Boulch tucked into a bucketful of chicken and chips yesterday at the official opening of Britain's 500th KFC restaurant. The fast food chain plans to open 50 new outlets in Wales as part of a nationwide expansion, creating 1,000 jobs. World indoor 400m champion Boulch is not the only athlete who loves this fast-food equally when we are abroad. I was at an international meeting in St Petersburg when someone said there was a KFC around the corner and half the British athletes rushed straight to it. For every halibut tag found and returned, KFC will donate £100 for children's swimming centres in Swansea and Blyth.

By NICK SERVINO

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Justin Ash, the UK chief of Kentucky Fried Chicken, at the Marble Arch branch of the fast food chain in London as the company announces plans to open 10,000 jobs in 300 new outlets over the next five years. Vision Restaurants, which owns KFC, reckons that growing consumer preference for white meat has been fueling a 76 per cent rise in sales over the past five years in Britain. KFC is today opening its 500th restaurant in Cardiff.

Cheers & jeers

The government was cheered this week when it met its manifesto pledge of taking 250,000 young people off the dole. Ministers claimed the scheme had changed the country's work culture. Tunes said the claims were nonsense, arguing that two out of every three people who found jobs would have found one anyway. More telling criticism came from the Unemployment Unit campaign group, which said many new deal jobs - now extended to cover older unemployed, lone parents and disabled workers.

Finger-lickin' jobs boost

FAST food giant KFC is to create 10,000 new jobs with the opening of more than 300 new restaurants over the next five years. The announcement was made as KFC opened its 500th UK outlet in Cardiff yesterday, boosting its employment levels to more than 12,000. The company, which is expected to employ 10,000 new jobs by 2005, General manager Justin Ash said. "The move to white meats, especially chicken, by consumers has contributed strongly to our growth."



KFC gains from beef crisis and takeaway culture

FOUR YEARS ago Kentucky Fried Chicken was just another trend-busting, take-away chain, doggedly peddling deep-fried poultry, while a large, well-established public food market of its business elsewhere. One KFC executive admitted KFC yesterday morning that the chain is the nation's best-selling fast-food store with the announcement that it would create 10,000 new jobs within five years. A similar boost for Britain's manufacturing industry would have been trumpeted from the rooftops by ranks of government ministers and industry captains. No such fanfare accompanied KFC's news, but ironically this was an expansion for more than 100 UK plc in 2004 - a time now heralded as a consumer services boom. Founded by Colonel Harland Sanders in a deep South state in 1930, the first store in Britain was opened in London in 1965. The chain has seen a 76 per cent growth in sales over the past five years and the fast food sector is growing by five per cent a year in the UK. The U.S. fast-food chain has been a success story in London since 1965. The share of what they sell in the "chicken sector" will increase by up to four per cent.



THE INDEPENDENT

FROM SANDWICHES TO BURGERS: THE FAST-FOOD PHENOMENON

Justin Ash, the UK chief of Kentucky Fried Chicken, at the Marble Arch branch of the fast food chain in London as the company announces plans to open 10,000 jobs in 300 new outlets over the next five years. Vision Restaurants, which owns KFC, reckons that growing consumer preference for white meat has been fueling a 76 per cent rise in sales over the past five years in Britain. KFC is today opening its 500th restaurant in Cardiff.

Beating the drumsticks

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Kentucky to double in size over 5 years

KFC, the fast-food chain once known as Kentucky Fried Chicken, will today outline its plans for an ambitious expansion that will almost double the size of the business in Britain and create 10,000 jobs over the next five years. The company wants to open more than 300 new outlets across the country by 2005. Today it will open a new one in Cardiff, which will be its 500th in the UK where KFC already employs 12,000. The massive expansion, which should take KFC's total workforce in the country to 22,000, has been made possible by a 76 per cent surge in sales over the past few years. KFC's general manager Justin Ash said: "The move by consumers to white meats, especially chicken, has contributed strongly to our growth, together with our new store opening programme."

SOUTH WALES Argus



Sprint star serves up fast food at new KFC

OLYMPIC sprinter Jamie Boulch wrapped his fast food for fast food to serve up here in the new KFC restaurant in Cardiff yesterday. The sprinter, who is a member of the Cardiff City Athletics Club, is a two-time world champion in the 400m and 800m events. He is also a member of the Cardiff City Athletics Club. He is a two-time world champion in the 400m and 800m events. He is also a member of the Cardiff City Athletics Club.

The Guardian

10,000 new jobs at KFC

FAST food chain KFC will create 10,000 jobs by building more than 300 new British outlets over the next five years, it was revealed yesterday. KFC already employs around 12,000 people in 500 restaurants in the UK. General manager Justin Ash said: "The move to white meats, especially chicken, by consumers has contributed strongly to our growth."

THE BUSINESS

DAILY EXPRESS

THE Sun