

KFC taps SMS to bolster sweepstakes entries

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KFC has rolled out a new initiative in conjunction with the upcoming Country Music Awards that incorporates SMS and encourages consumers to text-in to win a variety of prizes.

SMS is a great medium for the fast food giant to use. Furthermore, this helps the company build its mobile database.

“Our strategy is to drive excitement with our core consumers by providing an opportunity to win great prizes every day, like a TV and Sound Bar, or the grand prize deluxe trip for 2 to Las Vegas for the Academy of Country Music Awards show,” said Christopher Caudill, brand manager at KFC.

“SMS makes it easier for our guests to enter the sweepstakes because it is simple to use and doesn’t require additional apps,” he said. “Based on prior research, we know 9 out of 10 guests have a mobile phone or smartphone.”

Mobile awareness

Through the campaign, KFC is giving one lucky winner a chance to win a trip for two to Las Vegas for the Academy of Country Music Awards Show, as well as watch a special performance by Luke Bryan at an invitation-only event.

To enter, customers can add a medium-sized Dr Pepper to any order and then text the code located on the cup.

Consumers who do not want to text-in the code can also enter it through KFC’s microsite.

Furthermore, from Feb. 4 through March 3, country music fans will have a chance to elevate their ACMA experience in the comfort of their own homes with daily chances to win a VIZIO 42” class LED Smart TV with a 40” Premium Sound Bar.

A campaign such as this is a great way for KFC to drive awareness for its initiative.

SMS is an ideal channel for any marketer because it helps brands build an ongoing dialogue with consumers.

Moreover, the KFC is enticing consumers to text-in by offering an incentive – in this case prizes.

“We are promoting the sweepstakes on drink cups with special graphics, in-restaurant merchandising, social engagement, and with digital and mobile ads,” Mr. Caudill said.

Mobile efforts

KFC is no stranger to mobile.

In 2010, the company ran a 12-day mobile advertising campaign with eBuddy that achieved more than 180,000 impressions ([see story](#)).

In 2011, KFC ran a mobile campaign to promote its Hot Wings that included in-application and mobile Web display advertising, as well as custom brand integration within a mobile game ([see story](#)).

Most recently, the fast food ran an interactive mobile advertising campaign that not only promoted its new Chunky Chicken Pot Pie, but enticed consumers to engage with the product on a deeper level via a branded Pandora radio station ([see story](#)).

"We are always striving to find the best, most relevant ways to connect with our guests," Mr. Caudill said.

"As people become comfortable interacting with brands through their mobile devices, the role of mobile will continue to grow," he said.