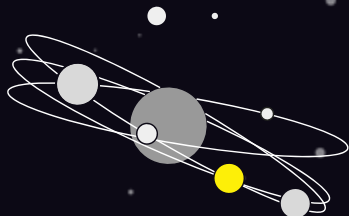


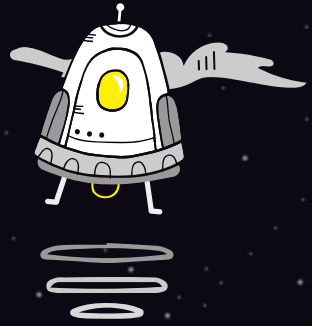
STAR WARS

The battle to get dazzling insights to shine

Malcolm Brooks
Anne Thistleton



A long time ago, in a galaxy
far, far away...



Actually it's a bit closer and more recent...



Closer...



Even closer...



KFC SOUTH AFRICA HQ



KFC SOUTH AFRICA SENSED AN IMBALANCE
IN THE FORCE

CONSUMER BEHAVIOR

KFC South Africa: an international shining star

1000+ LOCATIONS

3x the number of McDonald's

The largest fast food chain in South
Africa

In the top ten for KFC's global
revenue

KFC





BUT

There was a dark side to success

The New CMO had **no foundational insights** about KFC consumers



Olson Zaltman offered a new hope

OLSON ZALTMAN



Olson Zaltman is the home of Insight Jedi.
Instead of The Force, our techniques draw on the
power of METAPHOR to understand consumers'
unconscious thoughts and feelings.



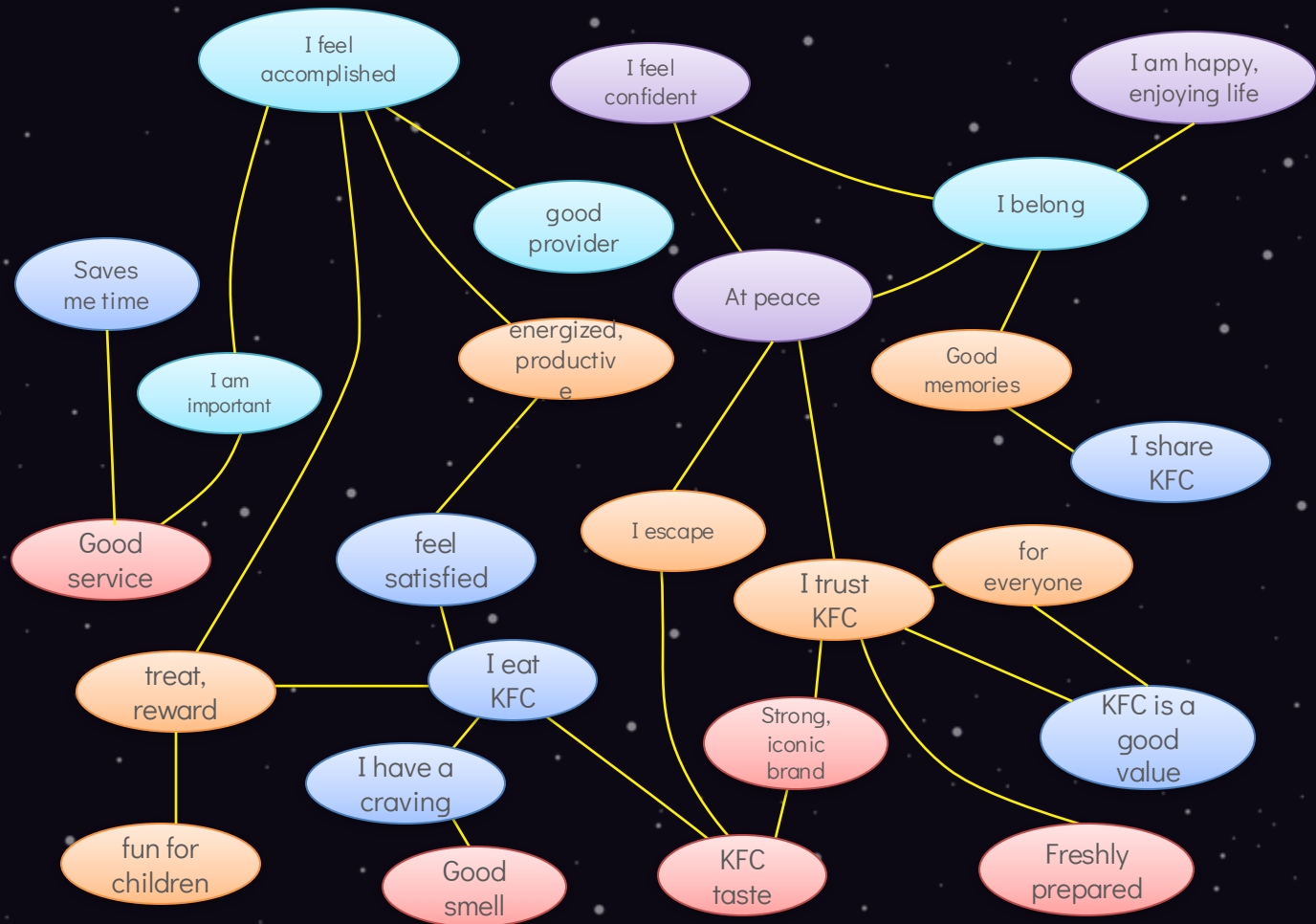
The ZMET Question

“...choose 5 to 7 pictures that express your thoughts and feelings about KFC and its role in your life.”



ZALTMAN NOSTRO





My relationship with KFC is like being in love



“When you give someone a ring it means that you are committed to that person, same as KFC if you eat it everyday you become committed to Because it’s always fresh and I love it.”



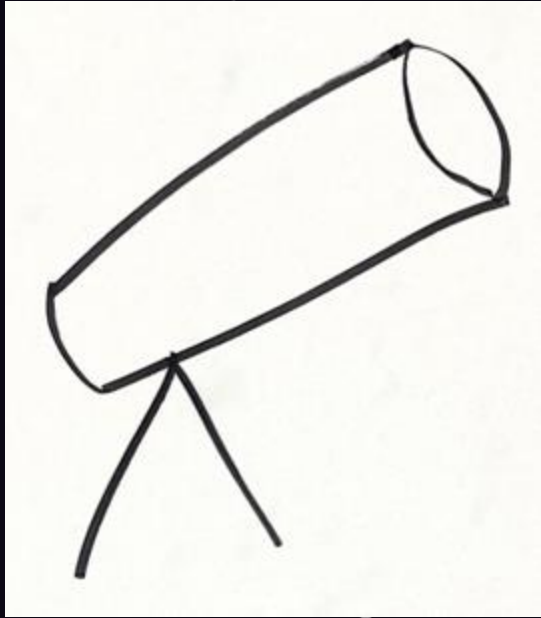




Insights are there.



We have to discover them.

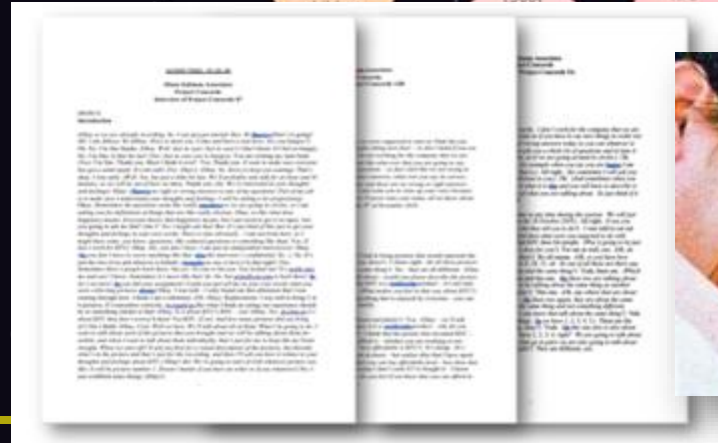


Discovering the
relevant insights

Where do we look?

What are they *buying*?

What keeps them coming back?



KFC is more than a meal



"I escape"

"They care
about me"



"I feel special"



"I can enjoy time with
friends and family"



"You can
trust them"



"I belong"



"KFC is a treat,
a reward"



"I feel like a good provider"



Comfort food

Comfort Food

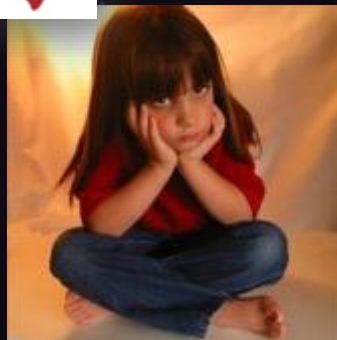
Connection

Homework

- Sensory Audit of 5 stores
- Find pictures that convey *connection*

II. Sensory Capture

Senses:	Sight	Smell	Hearing	Expected Touch (inviting, repelling)	Expected Taste
1. What are you perceiving for each sense?	Beige, dark red/brownish colours. Quite stark and clinical. Metal bars/wires across service counter. Lopsided fridge. No tables downstairs. A metal box plonked in the corner for rubbish. The menu boards are the only thing bringing it to life and chicky poster has the only extra colour	Amazing smell of chicky hits you as you walk in	Constant background noise of extractor fan. Clanging of kitchen equipment, staff talking and shouting out instructions. Beeping of timers. Under the noise, there is a terribly faint strain of music being played but impossible to hear so totally useless.	Smooth, but with blemishes and flaws - so relatively clean but not totally	Delicious - because of smell
2. How does what you're perceiving make you feel?	Unwelcome. Like I'm part of a factory process, and I'm not well oiled but only functional and very impersonal process for getting the food and getting you out	hungry, salivating	Unsettled, irritated, deaf	Somewhat repelled	Anticipatory
3. What do the above sensory inputs make you think of?	A factory. A government building	My craving for KFC taste	A factory	Clinical sterile environments, only not really	Indulgence
4. How consistent / inconsistent are the different sensory inputs?	Inconsistent	Inconsistent - the smell is inviting, the environment is not	Consistent with the factory theme!	Consistent with the factory theme!	Inconsistent with the rest





Comfort food



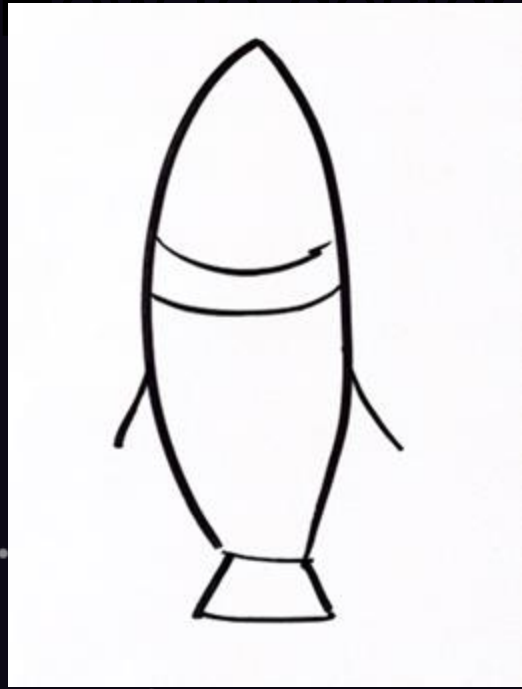
Homework

- Sensory Audit of 5 stores
- Find pictures that convey *connection*









Designing the rocket

How do we collaborate to
find the right design /
idea?

Imagination Incubator



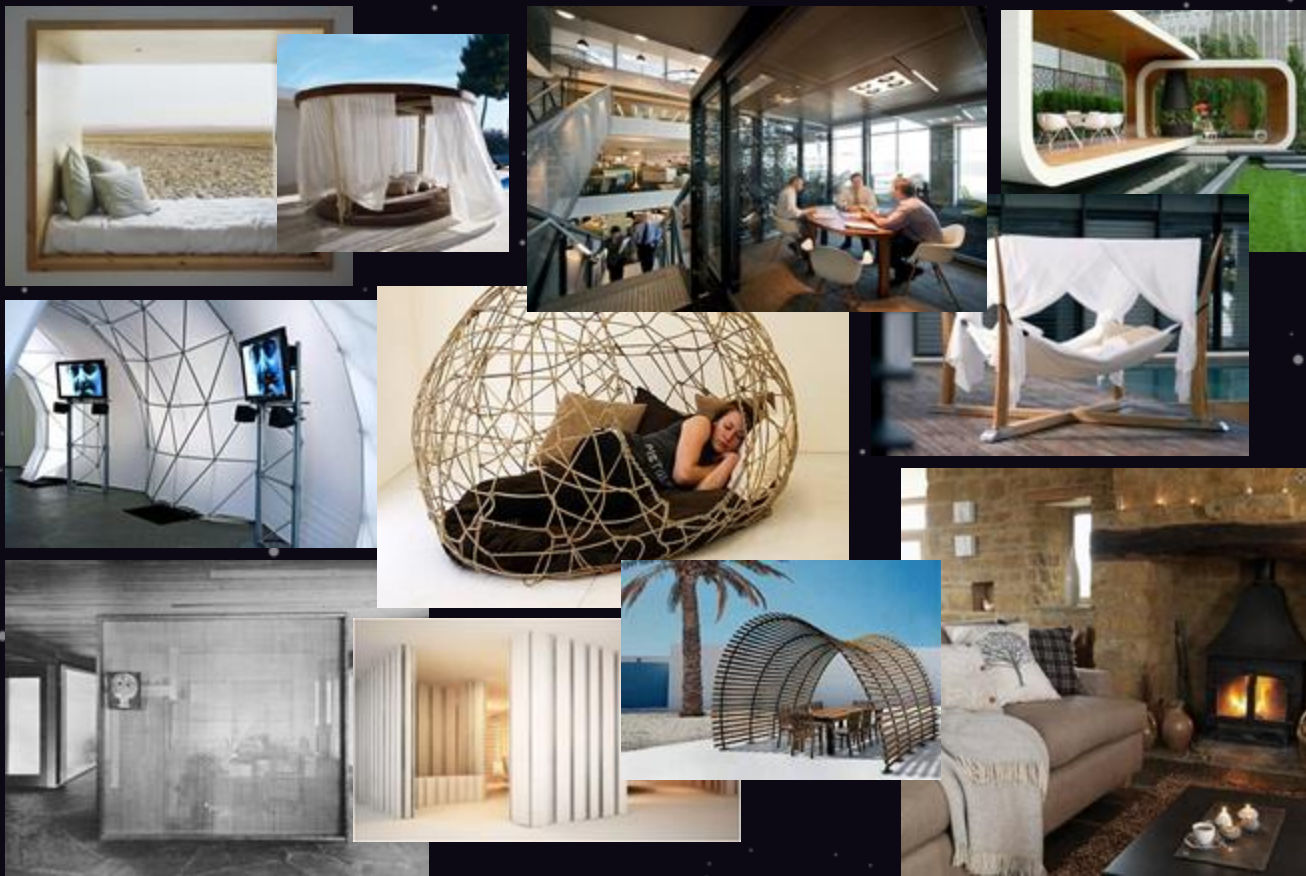
Challenge

how do we brief agencies to design a space:

- that enables an experience ...
- that delivers a feeling ...
- that creates desired memories?

a word or phrase that captured
the desired feelings of the in-
store experience

Metaphor



Cocoon

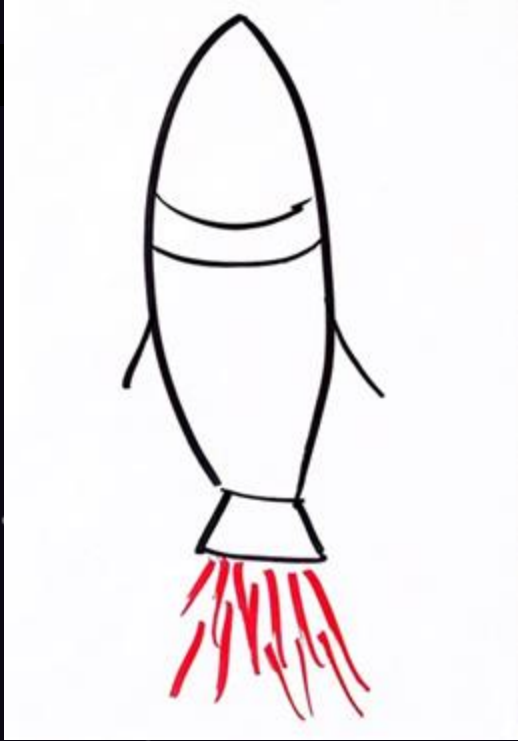


Country Goodness / Cooking



My Best Friend's Kitchen

Get it



Getting it launched

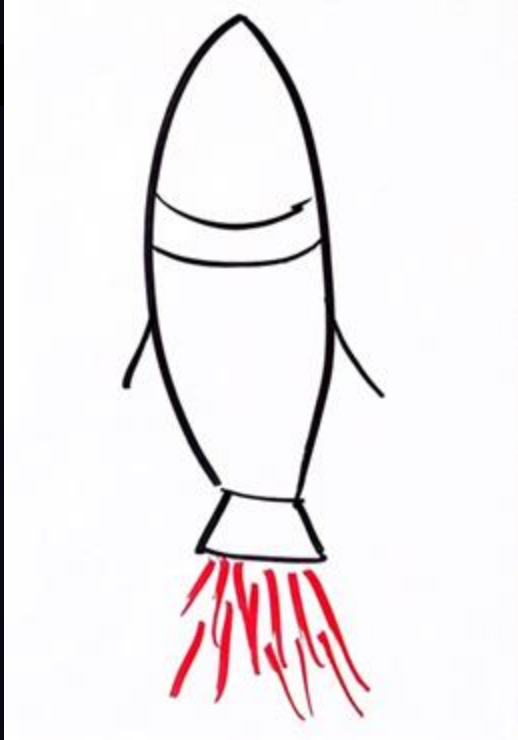
How to turn it tangible
with momentum?

Brendan Wade

Strategy Director, Grid Worldwide

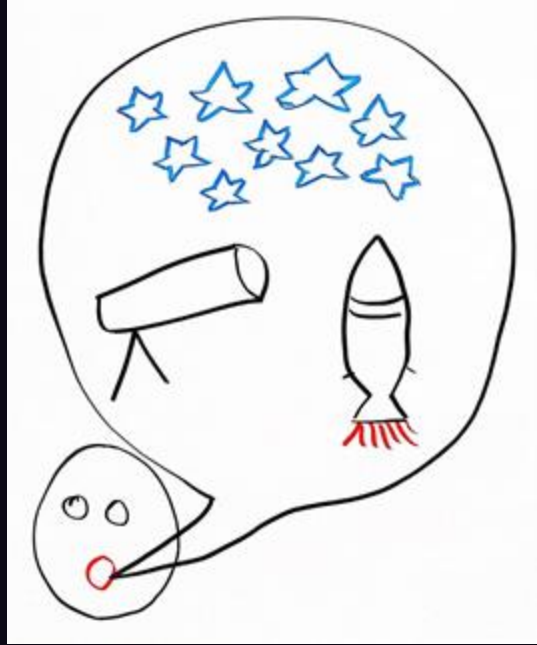
“never briefed like that—typically takes us material period of time to distill the client brief into something workable for us”

Get it



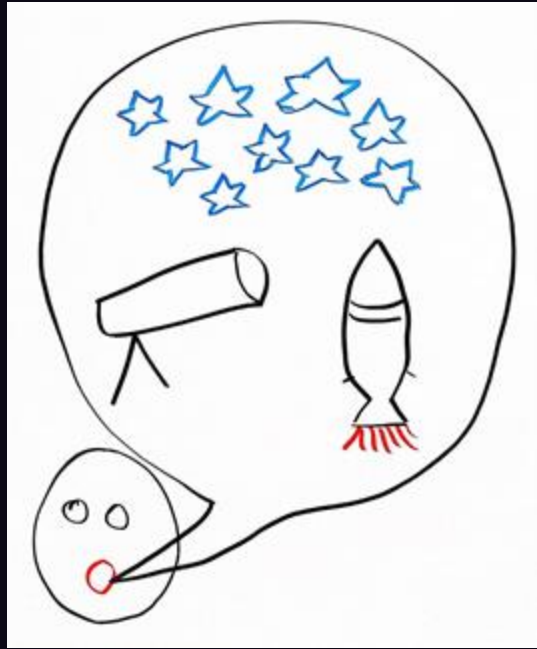
Getting it launched



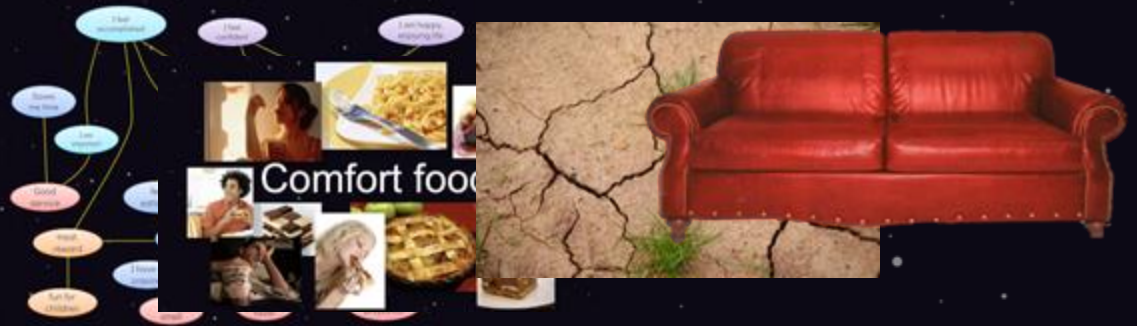


Talk about it

How do we make sure
organization knows idea
and fueled by insights?



Talk about it



Metaphor

Galvanizing force





Laingsburg



September 2020



Somerset West

