

CRAVING VAXX FACTS CASE STUDY



OVERVIEW

Against a backdrop of on-going lockdowns, pandemic fatigue and COVID misinformation NZME & KFC collaborated to accelerate Aotearoa's vaccination rates.

We sought to educate and reward, particularly within hard-to-reach youth and Māori and Pasifika groups, who were slow to roll up their sleeves. NZME and KFC shared that audience – and an audacious goal.

While there was no national target set, we saw the opportunity to actively engage the New Zealand public, doing our bit to drive up vaccination rates. The aim? Get 90% of our eligible population vaccinated by Christmas 2021.

So, we created A Snackable Daily feature - Craving Vaxx Facts, with a side of KFC's Lolli-Popcorn Chicken. ZM & Flava sought the opinions of their audiences inviting them to ask the COVID questions that they wanted answered, breaking down the barrier to engagement.

These questions were answered by experts and celebrities via a daily on-air segment 'KFC Craving Vaxx Facts' played out in both Days & Nights shows. Guests and interview questions were tailored to the audiences' questions making them feel heard, and key information from each segment was re-purposed daily and pushed out via social media, then on KFC platforms.



CASE STUDY: ZM, FLAVA & KFC'S CRAVING VAXX FACTS CASE STUDY
CAMPAIGN DATE: 18 OCTOBER – 1 NOVEMBER 2021

BE SEEN. BE HEARD. EVERYONE'S HERE.

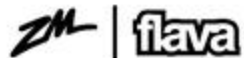
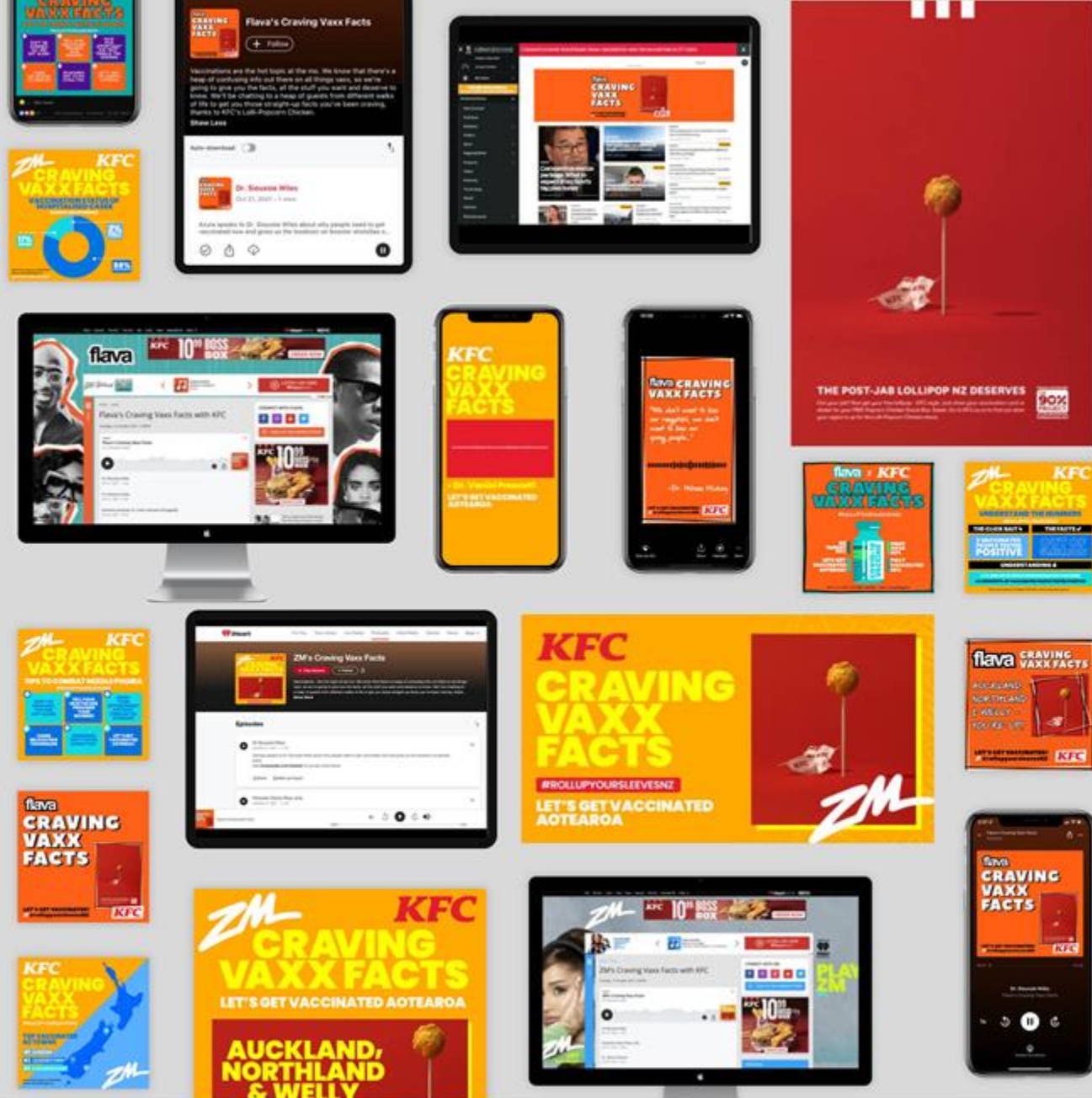


PROMOTIONAL GOALS AND EXPOSURE

- Educate the audience with **informative and easy to understand facts** in a tone that is not preachy or judgmental.
- **Engage the audience** via relevant channels, using voices they want to hear from, where they are consuming their media, and importantly **reward them with the post-job lollipop they deserve**, KFC's Lolli-Popcorn Chicken Snackbox. A free Popcorn Chicken Snackbox for flashing your vaccination card.

At pace, all teams collaborated to create an impactful campaign:

- **36 pieces of audio content were produced**, including guests and NZME talent played out over the space of nine weekdays. After each, the next days' participating KFC locations were shared.
- **18 'Craving Vaxx Facts' Facebook posts** were created and shared across ZM & Flava including a fact and announcing the following day's participating KFC locations.
- **24 ZM & Flava Instagram Stories** were pushed out re-purposing the on-air audio and providing a key fact to social audiences.
- **104 participating KFC stores**




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PROMOTIONAL SUCCESS

- The **90% vaccination target** was hit **ahead of schedule** on December 16th.
- KFC's word of mouth soared to its **highest ever, up 16%*** showcasing the talkability of the campaign and the ever-important peer to peer encouragement driven up by this innovative collaboration.
- **586,534 listeners aged 18 and over heard KFC Vaxx Facts & Lolli-Popcorn Chicken** messaging approximately 5.5 times.
- Youth over-indexed with **85,571 18-24 year olds hearing the messaging** approximately 5.5 times.
- **NZME print reached 496,000 readers** aged 18 and over.
- **NZME digital reached 257,432 users** aged 18 and over (served 607,805 impressions total).
- KFC socials posted **70+ pieces of user generated content**.
- **14 articles** about the promotion were published **by external media outlets**.
- **Combined social reach:**

 **2,035,242**

 **106,924**

KFC

CLIENT RESULTS

KFC'S BRAND REPUTATION ROSE BY A **MASSIVE 37%*** DURING THE CAMPAIGN SHOWING THE POWER OF GETTING BEHIND A WORTHY CAUSE.



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“Radio as an entertainment media is not normally the platform for taking a ‘stance’ but the importance of the message and the relationship audiences have with the ZM & Flava brands made it the perfect medium to create credible conversations leading to great outcomes.

The campaign was hugely successful, and the results showcase the power of radio, the positive impact that educating and rewarding Kiwis had on vaccination uptake and the word of mouth generated around such an important message.”

ANGELA BLAIR – GM MARKETING,
RESTAURANT BRANDS NEW ZEALAND LIMITED

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*SOURCE: YOUNG & RUBICAM BRAND TRACKER