

KFC Edible Nail Polish: Brand Extension

KFC flavored nail polish – a brand extension too far?

Please start by reviewing the promotional video by searching on YouTube for [KFC edible nail polish](#)

KFC introduced *chicken flavored* nail polish into their Hong Kong market. This new product (in 2016) is a significant extension to their brand. According to their publicity at the time:

- *This campaign is designed to be intriguing and fun to increase excitement around the KFC brand in Hong Kong.*

The KFC nail polish came in two flavors – just like their chicken...

1. Original = which was beige (plain light brown in color – see packaging image below) and
2. Hot & Spicy = which was naturally a bright red, chili looking color

As can be seen from the TVC/video, you just paint KFC's nail polish on your fingernails, and when it's dry you "lick – again and again and again." Tasty!!!

KFC's Slogan Change

It is important to keep in mind that for decades up until 2020 (Covid) that KFC's slogan had been:

It's finger lickin' good

As you would know, this slogan communicates that KFC's food is so tasty that you can't get enough of the taste and will even like your fingers at the end of the meal (or snack).

Covid Note: You should approach this teaching activity as at that point in time (the pre-Covid marketing environment).

BTW – KFC modified its slogan from 2020 (Covid period) by dropping the *finger lickin'* part of the slogan, so that it reverted to "*it's good*", as people were now more concerned about hyenine.



Student Discussion Questions

1. Review KFC's TV commercial for their flavored nail polish for the Hong Kong market. How well do you think it works as a persuasive message? Would this style of communication encourage younger consumers to become more engaged with the brand?
2. What is the role of a brand extension (for most brands, not just KFC)?
3. Do you agree with KFC's decision to extend their brand to flavored nail polish? Why/why not?
4. Do you think that they will be successful with their goal of increasing excitement around the brand in Hong Kong?
5. Could this be a new product that KFC could also launch successfully in other countries?
6. What other brand extension ideas do you have for KFC?