

KFC Launches Edible Nail Polish: Brand Extension

KFC flavored nail polish - a brand extension too far?

Please start by reviewing the promotion video - search 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.*

BTW: It comes in two flavors - just like their chicken: Original and Hot & Spicy. Just paint it on your nails, and when it's dry "lick - again and again and again." Tasty!!!



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?