

Kfc unveils new logo



KFC was founded as Kentucky Fried Chicken originally by Colonel Harland Sanders in North Corbin, Kentucky, in the year 1929. The business flourished as a chain of fast food restaurants with its Headquarter based in Louisville, Kentucky, further opened its first franchise in South Salt Lake, Utah in 1952. Presently it is the wholly owned subsidiary of Yum! Brands. With revenue of \$ 520. 3 million USD as on 2007, KFC is operating globally (Hoover's, 2009). For its promotions and events, the TV ads of early days featured Colonel to the viewer.

The ads were known for its Claymation humorous style, mostly using cartoons projecting the competitors with poor features. During 80s, KFC entered in the sponsorship business like the associate sponsorship for Junior Johnson's NASCAR Winston Cup Series cars, associating drivers like, Darrell Waltrip, Neil Bonnett, and Terry Labonte. In 1997 it re-entered the NASCAR sponsorship again for 26 Darrell Waltrip Motorsports Chevrolet. The current campaigns of KFC are mostly covering the customers enjoying the KFC quality food. It also extending it with the modified version of Lynyrd Skynyrd's " Sweet Home Alabama"

In 2006 KFC declared first logo visible from outer space, indicating the global re-image campaign of more than 14, 000 KFC restaurants to be opened over 80 countries. The logo was built on 65, 000 one sq ft tiles in the Mojave Desert near Rachel, Nevada, coordinate 37°38' 46" N 115°45' 03" W 37. 6460°N 115. 7507°W (FOX News, 2006). The latest tale re-branding from Kentucky Fried Chicken to KFC is that the commonwealth of Kentucky has enforced legal action on the company for its trademark on Kentucky, despite which the chain is a million dollar; growing business (Snopes, 2007).

Reference

1. FOX News. (2006). KFC Unveils New Logo with Giant Image in Nevada Desert. Associated Press.
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3. KFC Corporation.
4. Retrieved February 26, 2009, from http://www.hoovers.com/kfc--ID_56325--/free-co-factsheet.xhtml
- Snopes. (2007). Tastes Like Chicken. Retrieved February 26, 2009, from <http://www.snopes.com/horrors/food/kfc.asp>