

KFC LAUNCHES ITS VERY OWN VIRTUAL INFLUENCER

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Virtual Influencer Colonel, KFC



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US – The **fast food chain** is mocking the likes of Lil Miquela and Shudu by turning founder Colonel Sanders into an avatar.

Created in partnership with **Wieden & Kennedy**, the campaign sees Colonel Sanders reborn as a virtual influencer, taking over the company's social media accounts. Alongside posing with other computer-generated models, the Colonel Sanders influencer taps into the trend for long-worded, inspirational Instagram captions that include hashtags such as #humble.

The fast food chain has also created a media kit offering other brands the chance to hire Sanders for their own campaigns to drive 'disruptive business deals' and 'authentic Gen Z engagement'. According to KFC, Dr Pepper has already secured a sponsorship deal.

In typical **Backlash Brands** style, KFC is mocking the rise of **avatar marketing** – in which brands pay huge sums of money to sponsor the Instagram posts of avatars such as Lil Miquela – and questioning whether this is a bubble that is about to burst.