

## IT'S SOCIAL COMMERCE MEETS SOCIAL GAMING



1. Build a KFC on your Wechat, China's social giant.

2. Choose your pocket KFC staff.

3. Sell exclusive meals from your social feed. Customers claim at any KFC, you earn cash.

4. Compete. Customers can leave virtual tips to unlock sweet deals & raise Social Ranking.

The app encourages customer interaction | Photo source KFC Pocket Franchise

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## RESTAURANT CHAIN CREATES 'POCKET FRANCHISES' VIA WECHAT



### KFC China turned virtual franchises into a platform to engage new customers

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24th February 2020

Website: [kfcpocketfranchise.com](http://kfcpocketfranchise.com)

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#### Takeaway:

KFC China developed its pocket franchise in response to a growing problem in the restaurant industry—people increasingly ordering in. In response, some restaurants are investing more in takeout and delivery. The KFC pocket franchise indicates that innovative gamification can also bolster sales and expand the customer base. Other brands, like Nike, have used gamification

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ke competition to encourage customer engagement. The KFC pocket franchise provide a blueprint for how to take that model further.