

# The ABCs of KFC's FCK apology

 By Leigh Andrews

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Last week, KFC London faced a chicken shortage as a result of "operational issues" with new delivery provider, DHL. This led to a temporary shut down of some 700 of its 900 branches - but they quickly crossed the road to the other side of the crisis.



The full-page *Metro* ad by Mother London for KFC.

When KFC stores in the UK ran out of chicken last week, they could have simply put their heads in the sand, ostrich-style and claimed there was nothing they could do. After all, they only had one job, right? To supply their signature fried chicken to those with a craving for it. This rendered the chicken shortage nothing short of ironic.

However, the brand put its thinking cap on to fly out of crisis territory and into a less sticky spot.

## Crossing the road from crisis to 'funny side'

[AdWeek](#) reports that they flew back from the shortage scandal with a full-page ad in *The Sun* and *Metro* by Mother London, featuring an empty KFC barrel with the letters rearranged to read 'FCK'.

[The Evening Standard](#) reports that public relations worker Andrew Bloch hailed the advert as "a masterclass in PR crisis management". It was certainly creative, timely and award-winning Nando's-style commentary clever, and most of their stores have since reopened.

Here's how social media responded in turn:

“ Nick Ferrari on the [#KFCcrisis](#): "This was a nation in my parents' day that actually went through World War Two. Now they phone the police if we run out of supplies of chicken." [pic.twitter.com/8bmSC1np1u](https://pic.twitter.com/8bmSC1np1u)— LBC (@LBC) [February 21](#).

2018 ”

“ Please do not contact us about the [#KFCCrisis](#) - it is not a police matter if your favourite eatery is not serving the menu that you desire.— Tower Hamlets MPS (@MPSTowerHam) [February 20, 2018](#) ”

“ Hi [@KFC\\_UKI](#), we hear you're having a bit of a chicken shortage – let us know if we can share some Quorn Crispy Nuggets for a meat-free alternative for your customers! [#QuornCrispyNuggets](#) [#KFCCrisis](#)— Quorn Foods UK (@QuornFoods) [February 20, 2018](#) ”

“ Disaster. Took the Grandkids out to dinner at KFC only to see that it's shut down. Some chicken shortage. Took them to McDonald's but it's not the same. Crying in the bathroom. Can't show weakness in front of them. [#KFCCrisis](#)— Ron Sanderson (@R\_Sanderson1952) [February 19, 2018](#) ”

“ [#KFCCrisis](#) is in its second day and average life expectancy in the UK has gone up by 2 weeks.— Marshall Hughes (@ozmarshall) [February 19, 2018](#) ”

“ "I'VE AD TO GO TO BURGER KING"

ffs why is this Britain in a nutshell [#KFCCrisis pic.twitter.com/ntg5VIWu0m](#)— Sophie □ (@sophdoesnails) [February 20, 2018](#) ”

“ Breaking news...Police arrest suspect in [#KFCCrisis pic.twitter.com/FwRqBVlaZw](#)— Lady Baa Baa 💎💎 (@sheepio) [February 20, 2018](#) ”

“ When there's no fried chicken and you have to eat your kid instead. [#KFCCrisis pic.twitter.com/tsDYMAhrMn](#)— New Town Flâneur (@NewTownFlaneur) [February 19, 2018](#) ”

A good sense of humour goes a long way when dealing with a crisis!

## ABOUT LEIGH ANDREWS

Leigh Andrews AKA the #MilkshakeQueen, is former Editor-in-Chief: Marketing & Media at Bizcommunity.com, with a passion for issues of diversity, inclusion and equality, and of course, gourmet food and drinks! She can be reached on Twitter at @Leigh\_Andrews.

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