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Used to be Finger Licking Good!

It's been a while since Your on the Street Reporter posted a report. With a world-wide Pandemic, two ongoing hurricanes in the USA, and several civil wars taking place around the continent, there has been little of consequence to report to you.

But recently, an earth-shattering event has taken place. Hold your breath while you take-in this announcement. Colonel Sanders, that icon of the renown CCA (Cholesterol Conglomerate of America), is no longer going to promote our licking our fingers.



Yep, Colonel Sanders, the famous and wise grandfatherly-sort-of-man (shown to the left) is casting-off finger licking. For 64 years, Kentucky Fried Chicken (KFC) has used the slogan, "it's finger licking good."

For this writer, it used to be difficult to pass by an KFC outlet without stopping for a couple of fried drumsticks. That is, until the local outlet stopped serving fried okra. Granted, this habit is coming from a person with genetic roots in West Texas, but can you imagine fried chicken with no fried okra? It's akin to fried fish without fried potatoes, or a crême without brûlée.

Yum Brands!, which is part of KFC, is removing the "slogan from its advertising in light of pandemic safety concerns regarding bringing your hands into contact with your mouth."¹

I've a modest suggestion about this matter, but first I pose a question to the readers of this report. How many of us eat a fried chicken drumstick with a fork and knife? If your answer is "I do," then why are you buying a product that has strongly encouraged your licking your fingers in order for you to gain KFC's promise of tasty fingers? Other than your dog, no one---not even you---considers fingers pleasant to the taste buds unless they have a taint of grease and fried flour about them.

Okay, you're off the hook if you do use a fork. You can lick the fork after gulping in some chicken. But the answer to the question is that a large population of Americans likely eat fried chicken by holding it with a thumb and fingers. I've noticed a number of fellow diners at a KFC use two thumbs and eight fingers to savor one of the Colonel's treats, especially a breast of chicken. It's difficult to handle this larger piece of meat with just one hand.

And what good are those plastic utensils used at cafes now-a-days? They break about the time they are about to make a dent into the savory chicken's fried skin.

Yum Brands! is so concerned about its KFC slogan of our licking our fingers that it's changing a 65-year old marketing success story. But consider this insult: By dropping their saying, the company is implying Americans do not wash their hands before eating. It's a known fact that everyone in the USA washes before dining at a public eatery.²

After all, we are told washing our hands is the national thing to do now-a-days. Yum Brands! is accusing patriotic Americans of being unpatriotic.

¹ <https://www.forbes.com/sites/warrenshoulberg/2020/08/26/kfc-says-people-should-stop-licking-their-fingers/#29f1d43750af>.

² Google the subject. You might stop eating in public places.

While I'm on the subject, when our supposed COVID-laden hands are holding the drumstick, the drumstick now carries the virus--right into our mouths. So, to Yum Brands! if you insist on carrying out your politically correct, public relations inanity, furnish a sanitizer along with the drumstick. Your customers can be given the option of disinfecting their fingers *and* their drumsticks.

Of course, that might require Yum Brands! to change their slogan for KFC to something less appetizing; say, "it's vacant of a virus." But it's catchy, it rhymes, and your customers can then dig in, COVID clear!



This figure shows a politically correct, even practical alternative for Yum Brands! slogan for Kentucky Fried Chicken: "it's good."³ If that is not enough hype for this fine snack, make it: "It's GOOD!" Nothing like upper case letters and exclamation points to sell a product.

A more practical approach to this idea is to keep the KFC slogan as it is and let the American consumer exercise a bit of judgment. After all, we know we are what we lick.

Just a bit more before closing. KFC's Chief Marketing Officer, Catherine Tan-Gillespie has this to say, ""We are in a unique situation - we have a famous slogan that does not fit into the current environment."⁴ The company posted a video clip from which I took the photo above.

The end of the video ends with, "That thing we always say? Ignore it. For now."⁵

Thing? "it's finger looking good" has already become slogan non-grata. It's now a thing.

³ Thanks to <https://www.thedubrovniktimes.com/lifestyle/feature/item/9671-kentucky-fried-chicken-drops-slogan-finger-lickin-good-due-to-covid-19> for this image.

⁴ Ibid.

⁵ Ibid.