# KFC turns Dirty Louisiana burger into cult-like indulgence ritual



# KFC's 'Dirty Louisiana' Burger Campaign: A Ritual of Indulgence

KFC has once again pushed the boundaries of fast-food marketing with its latest campaign for the **Dirty Louisiana burger**. This promotion, described as “So indulgent it’s indecent,” introduces a mysterious “ritual” that aims to elevate the burger experience beyond mere consumption into an event of devotion. Developed by **Mother London**, the 20-second campaign film, directed by **Matilda Finn** through **MJZ**, features a group of followers known as “Believers.” Clad in napkins, they chant the word "ritual", creating an atmosphere of solemnity and excitement as they prepare to indulge in this decadent offering.

According to **Danielle Ruggles**, KFC UK's marketing manager, this campaign breaks the mould of typical advertising by positioning the burger not just as a product, but as an experience worthy of intrigue. She emphasised that the film encapsulates the brand's “complete obsession with all things chicken” while fostering a sense of community and ritual among consumers.

Beyond its cinematic presentation, the Dirty Louisiana burger is designed to capture attention with its rich and messy profile. Containing a succulent chicken fillet, three distinct sauces, two layers of cheese, gherkins, and a hash brown, the burger caters to those seeking an unapologetically indulgent meal. **Tom Coleman** and **Derek Man Lui**, the creative directors at Mother London, remarked on the burger's unique appeal, asserting it deserves not only a promotional film but an act of “complete devotion.”

Interestingly, this isn't KFC's first foray into unconventional marketing. Earlier this year, the brand kicked off the second phase of its "Believe" campaign, which delves into the quirky mythology surrounding its love for chicken and gravy. Another notable chapter in this narrative was the playful introduction of a fake “clean-eating” burger, crafted to poke fun at the prevailing health trend. The strategy behind this involved the fictional character **Figgy Poppleton-Rice**, a food blogger who generated substantial online buzz, laying the groundwork for the grand reveal of the Dirty Louisiana burger.

This bait-and-switch not only generated engagement but also capitalised on a growing consumer fatigue regarding the “clean-eating” trend, positioning KFC’s offering as a liberating choice in a landscape dominated by restrictive diets. Reports indicate that the clever parody attracted over **10 million views** and **70,000 comments** on social media platforms, showcasing the effectiveness of this innovative approach.

The campaign, which will be showcased across TV, video on demand, social media, and outdoor advertising, seeks to engage a broad audience. This multifaceted rollout is indicative of KFC's commitment to creating a memorable consumer experience that goes beyond simply selling food. In a saturated market, such innovative marketing strategies serve to solidify KFC's unique brand identity and capture the imagination of its customers.

In addition to the compelling advertisements, the Dirty Louisiana campaign has launched the concept of a “dirty disclaimer”, along with custom merchandise, including specially designed bibs reminiscent of the Colonel’s traditional white suit. The aim is to welcome those brave enough to tackle this incredibly messy burger, thereby reinforcing the notion that indulgence can be both fun and liberating.

As the fast-food industry grapples with health-conscious trends, KFC’s approach to the Dirty Louisiana burger exemplifies a refreshing embrace of indulgence, community, and ritual, marking its place in contemporary fast-food culture.

## Reference Map:

* Paragraph 1 – [[1]](https://www.campaignlive.co.uk/article/kfc-spot-launches-burger-cult-like-dinner-ceremony/1917047), [[2]](https://www.campaignlive.co.uk/article/kfc-spot-launches-burger-cult-like-dinner-ceremony/1917047)
* Paragraph 2 – [[1]](https://www.campaignlive.co.uk/article/kfc-spot-launches-burger-cult-like-dinner-ceremony/1917047), [[2]](https://www.campaignlive.co.uk/article/kfc-spot-launches-burger-cult-like-dinner-ceremony/1917047), [[3]](https://www.moirae.co.uk/insights/analysis-of-an-effective-social-media-campaign-kfc-dirty-louisiana/)
* Paragraph 3 – [[2]](https://www.campaignlive.co.uk/article/kfc-spot-launches-burger-cult-like-dinner-ceremony/1917047), [[4]](https://www.businessinsider.com/kfc-cleaneating-burger-campaign-was-prank-to-launch-dirty-lousiana-burger-2017-2)
* Paragraph 4 – [[5]](https://www.warc.com/content/paywall/article/kfc-dirty-louisiana--dont-make-dirty-good-make-clean-bad/en-gb/en-GB/110994), [[6]](https://www.lovethework.com/work/kfc-dirty-louisiana/)
* Paragraph 5 – [[1]](https://www.campaignlive.co.uk/article/kfc-spot-launches-burger-cult-like-dinner-ceremony/1917047), [[7]](https://www.lovethework.com/work-awards/entries/louisiana-dirty-burger-12242)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.campaignlive.co.uk/article/kfc-spot-launches-burger-cult-like-dinner-ceremony/1917047> - Please view link - unable to able to access data
2. <https://www.campaignlive.co.uk/article/kfc-spot-launches-burger-cult-like-dinner-ceremony/1917047> - KFC's campaign for The Dirty Louisiana burger showcases a mysterious 'ritual' where followers, known as 'Believers', chant 'ritual' and cover their heads with napkins before indulging in the burger. Directed by Matilda Finn through MJZ, the 20-second film builds on KFC's 'Believe' platform, emphasizing the brand's obsession with chicken and creating a sense of community and ritual. The campaign will be rolled out across TV, video on demand, online video, social media, and out-of-home advertising. Danielle Ruggles, KFC UK's marketing manager, stated that the burger is 'worthy of being shrouded in intrigue', and the film perfectly aligns with the 'Believe' platform by depicting their complete obsession with all things chicken.
3. <https://www.moirae.co.uk/insights/analysis-of-an-effective-social-media-campaign-kfc-dirty-louisiana/> - KFC's 'Dirty Louisiana' campaign effectively utilized social media to launch its new burger. The campaign involved creating a fake 'clean-eating' burger, which generated significant buzz and engagement. By crafting a believable character, Figgy Poppleton-Rice, and actively engaging with commenters, KFC successfully disrupted the 'clean-eating' trend and positioned the 'Dirty Louisiana' burger as a joyful indulgence. The campaign's success is evident in the over 10 million views and 70,000 comments on Facebook, far exceeding previous videos.
4. <https://www.businessinsider.com/kfc-cleaneating-burger-campaign-was-prank-to-launch-dirty-lousiana-burger-2017-2> - KFC's 'clean-eating' cauliflower burger was a prank to launch the 'Dirty Louisiana' burger. The campaign involved creating a fake 'clean-eating' burger made with ingredients like a 'chia-seeded cauliflower bun' and 'spiralized chicken breast'. This was a marketing ploy to launch the 'Dirty Louisiana' burger, which contains a chicken fillet, three sauces, two layers of cheese, gherkins, and a hash brown. The campaign was based on consumer fatigue around the clean-eating trend, positioning the 'Dirty Louisiana' as a more indulgent option.
5. <https://www.warc.com/content/paywall/article/kfc-dirty-louisiana--dont-make-dirty-good-make-clean-bad/en-gb/en-GB/110994> - KFC's 'Dirty Louisiana' campaign involved creating a humorous fake 'clean eating' burger to successfully launch its newest product in the UK. The campaign aimed to challenge the joylessness of the 'clean eating' movement by introducing the indulgent 'Dirty Louisiana' burger. The strategy included creating a fake food blogger, Figgy Poppleton-Rice, and generating significant online conversation to promote the new product. The campaign was successful in generating mass awareness and demand for the 'Dirty Louisiana' burger.
6. <https://www.lovethework.com/work/kfc-dirty-louisiana/> - Mother London's campaign for KFC's 'Dirty Louisiana' burger involved launching the most messy and indulgent burger yet with a 'dirty disclaimer', encouraging fans to sign up. Those brave enough to take on the burger were presented with their very own dirty bib, styled to resemble the Colonel’s iconic white suit. The campaign aimed to highlight the burger's indulgent nature and create a memorable experience for customers.
7. <https://www.lovethework.com/work-awards/entries/louisiana-dirty-burger-12242> - The 'Louisiana Dirty Burger' campaign by BBH London for KFC in 2017 involved hijacking the joyless world of 'clean eating' to launch the 'Dirty Louisiana' burger. The campaign included creating a fake food blogger, Figgy Poppleton-Rice, and generating significant online conversation to promote the new product. The campaign was successful in generating mass awareness and demand for the 'Dirty Louisiana' burger, making it one of KFC’s best-selling limited-time offers of the past five years.