

= BK Chicken Fries =

BK Chicken Fries are a fried chicken product sold by the international fast @-@ food restaurant chain Burger King . At the time of their introduction in 2005 , the company had intended Chicken Fries to be one of their larger , adult oriented products made with higher quality ingredients than their standard menu items . Additionally , the product further targeted the snacking and convenience food markets with a specific packaging design that was intended to be easier to handle and fit into automotive cup holders . The product was part of a series of product introductions designed to expand Burger King 's menu with both more sophisticated fare and present a larger , meatier product that appealed to 24- to 36 @-@ year @-@ old adult males . Along with this series of larger , more complex group of menu products , the company intended to attract a larger , more affluent adult audience who would be willing to spend more on the better quality products . They were discontinued in the United States in 2012 , but continued to be sold in some markets , such as Italy . In August 2014 , they were reintroduced for a limited time offering (LTO) in North America , leading to their permanent re @-@ addition to the menu in March 2015 in over 30 countries globally .

As one of the company 's major offerings , the chicken fries are sometimes the center of product advertising for the company . The original advertisements were created by the firm of Crispin , Porter + Bogusky and were the subject of both criticism and legal action by the nu metal band Slipknot over claims of intellectual property rights , while later advertising programs started the company on new direction of digital @-@ based , multi @-@ media advertising . With the product 's North American reintroduction in 2014 and 2015 , Burger King utilized a heavy social media campaign to help entice fans of the product back into restaurants . The company has also relied heavily on product tie @-@ ins with the NFL , NCAA and NASCAR to promote the product across different demographic groups . Even though the product has been a prominent part of the menu for the better part of a decade , Burger King has released very few limited @-@ time (LTO) variants of the product ? its first one being released in the summer of 2015 . Despite being a major product line in the company 's portfolio , Burger King has registered very few , if any , global trademarks to protect its investment in the product .

= = History = =

BK Chicken Fries were introduced in 2005 as part of a menu expansion that was designed to cater to a more adult demographic looking for dishes that went beyond the standard fast food fare . At the time of the introduction , Burger King was targeting a demographic group it identified as the " super fan " , a group consisting of males between the ages of 18 ? 34 that ate at fast food restaurants several times a week . Additionally , the chain was also adding other fare such as its TenderGrill , TenderCrisp and Angus sandwiches , that were designed to offer more complex menu items that would raise average check prices and expand the breadth of its offerings in the fast food market place . The product was discontinued in January 2012 , replaced with Burger King 's version of chicken strips in March of that year .

Following Chicken Fries ' discontinuation , there was a call for the product 's reinstatement from fans of the product on forums such as Reddit ; Business Insider noted that they are one of the 17 most requested fast products that people would like to see returned to menus . Fans of the product also established several social media accounts dedicated to Chicken Fries ' return on Facebook , Twitter , and Tumblr . Additionally , a Change.org petition was created that called on Burger King to reinstate the product to its menu . Perez Hilton 's web site declared that Chicken Fries are one product of many that will never come back , while comedian Daniel Tosh featured a skit during one of the segments of his show , Tosh.0 , to the product 's return . They were re @-@ released in August 2014 as a limited time offering (LTO) . The return of the product met with a favorable reaction from those who were advocating for Chicken Fries to return to the Burger King menu . There was disappointment from these groups as well because of the product 's status as a limited time offering . In March 2015 , Burger King permanently re @-@ added Chicken Fries to the menu in a large , international menu expansion in thirty countries .

The product garnered large amounts of attention on the internet after its discontinuation ? at its peak the product was being mentioned in one form or another on average once every 40 seconds . In its third @-@ quarter 2014 earnings report , Burger King admitted that the massive social media attention was one of the primary reasons it brought the product back . The positive reaction to the reintroduction included over one million mentions on Twitter . This tied into a major push by the company to utilize social media as a free marketing tool to millennials , who overwhelmingly utilize interactive media to communicate and prefer companies that utilize these tools .

Besides customer demand for the product , another major reason for the reintroduction was due to a significant rise in the cost of beef . During the previous few months leading up to the reintroduction of Chicken Fries , the available cattle stocks had declined since the USDA began record keeping in 1973 . This shortage of ground beef caused a spike in the price of beef to all @-@ time highs in June 2014 , according to the Bureau of Labor Statistics . Additionally , increasing competition from McDonald 's , Wendy 's and other chains in the fast food industry drove Burger King to boost sales by introducing new products along similar lines . Two major competitors had been revamping their menus with products such as variations on the McDouble from McDonald 's and sandwiches based on pretzel @-@ style buns from Wendy 's .

The third reason the product was brought back was because of a new approach by the company was taking regarding LTO products ; instead of putting out large numbers of products that may only appeal to a small audience , it instead would only add a smaller amount of products that have broader market appeal . Chicken Fries were part of that goal , with the re @-@ introduction utilizing a three prong approach : its stated intention to introduce products to those that will have most impact , a bid to appeal to Millennials utilizing social media focused campaigns , and to utilize a former product from its portfolio that the company probably should have thought about before discontinuing . The idea of reintroducing older products is appealing to companies such as Burger King and McDonald 's because it is operationally easier than launching a completely new product by allowing a company to utilize older advertising along with its existing supply chain already which is already established to deliver the product ingredients . The limited @-@ time offers allow chains to bring " new " product the menu without adding permanent complexity to their kitchen operations .

The reintroduction of Chicken Fries proved to be a fortuitous decision for Burger King , the resulting sales bump provided an increase in profits each time they were added to the menu . The 2014 reintroduction was a resounding success for the company , helping Burger King achieve domestic same @-@ store comparable sales rise of 3 @. @ 1 % in 2014 . On the opposite side , McDonald ? s reported a 4 % decrease for the same period in its domestic same @-@ store sales , which the competitor attributed to " ongoing aggressive competitive activity . " The success of the 2015 reintroduction again helped the chain post positive financial numbers , with the company reporting that the Chicken Fries reintroduction was one of a trio of factors that helped drive second quarter 2015 same @-@ store comparable sales growth up by 7 @. @ 9 % . Again , arch rival McDonald 's reported that its same @-@ store comparable sales fell 2 % for the same time period in the US as its promotions failed to meet financial analysts predictions .

= = Product description = =

BK Chicken Fries are breaded and fried chicken strips , and were available in three sizes during their initial availability period : six- , nine- , and twelve @-@ piece servings . Three and thirty @-@ six @-@ piece sizes were available as limited time offers (LTO) . The smaller size was sold à la carte , while larger portion could be purchased as a meal option . While its core audience was adults such as soccer moms or commuters , a children 's meal option was at one time available U.S. that included a six @-@ piece order of the product . The 2014 reissued product was only available in a nine @-@ piece serving , at a recommended price point of USD \$ 2 @. @ 89 .

A summer 2015 LTO introduced a spicy variant , called Fiery Chicken Fries , in addition to the standard offering ; the product featured a spicy , pepper @-@ based breading featuring a mix of cayenne pepper , black pepper and other spices that replaced the normal coating . The product was the first variant of BK Chicken Fries added to the company 's menu . In developing the product ,

Burger King 's chief marketing officer stated that once taste testers described the product as " spicy as shit " , the company realized it had the correct spice mix . Sale of the product would be limited to a one @-@ month period , but the company stated if sales were successful enough it would consider extending the availability beyond the initial time frame .

To accompany the 2015 re @-@ introduction of the product , the chain released a new sauce simply called Chicken Fry Sauce . The new condiment was not widely advertised , with almost all promotion being done through the company 's social media accounts on Twitter and Facebook . The sauce is described as a combination of BBQ sauce and honey mustard , and described by Burger King as " The sauce of all sauces . " The company 's posts were accompanied by the hashtag AskForTheSauce .

= = = Packaging = = =

Part of the product 's format was in its packaging , which was designed to fit in a car cup holder . The BK Chicken Fry box , while square in shape , will sit comfortably in the cup holder and its top , when opened , forms a small tray that is designed to hold dipping sauce . Burger King credits the design of this box with helping to make its Chicken Fries the most popular adult @-@ oriented chicken product in the United States at the time . Since most of the fast food industry 's business is take @-@ out or drive @-@ thru traffic , this allowed the convenience food purchaser to drive and eat with little effort . With the introduction of the BK Chicken Fries , BK began adapting some of its other product packaging so that it could also be placed in an automotive cup holder . In addition to the Chicken Fries container , the company added a trademarked and patented , round French fry container which it calls the " FryPod " , which is a paper cup made from 50 percent recycled materials that is also designed to fit in an automotive cup holder . The package design won an honorable mention at a packaging industry design competition hosted by the Quick Service Restaurant division of the Foodservice and Packaging Institute in 2007 .

The 2015 Fiery Chicken Fries promotion introduced a packaging variant that featured new graphics . The image featured on the box is an angry looking chicken in a Lucha libre @-@ style mask . Other packaging variants that have appeared over the years have included tie @-@ ins to the NFL and SpongeBob SquarePants .

= = Advertising = =

= = = Coq Roq = = =

Coq Roq , also spelled COQ ROQ , was an advertising program created in late 2004 for Burger King by the Miami @-@ based advertising firm Crispin Porter + Bogusky (CP + B) . Coq Roq was a fictional " rooster metal " group (albeit composed of various real @-@ life musicians) with its own website and associated content . The band 's musical " style " was classified as punk @-@ sounding rock n ' roll , thrash or nu metal . The campaign featured a viral marketing website , television and print campaigns and a fictional MySpace page . The program was similar to other marketing campaigns created by CP + B for Burger King , including the Subservient Chicken , Ugoff , and Sith Sense .

According to CP + B employee Tom Zukoszki , The fictional background information for the band was that they signed with Burger King instead of a major record label . As part of the promotion , a four song LP record was recorded , two music videos produced , and a national (US) tour planned . The tour had to be cancelled because the actor playing the lead singer , a Canadian citizen , was unable to enter the United States because he had a criminal record in his home country .

= = = Members = = =

Fowl Mouth : vocals

The Talisman : lead guitar
Kabuki : rhythm guitar
Free Range : bass
Sub @-@ Sonic : drums
Firebird : fire breather

== 2014 reintroduction ==

The 2014 reintroduction of the product featured a first for the company , a primarily digital @-@ focused promotion headed by the company 's online media agency Code and Theory . To start off the promotion , the company announced the forthcoming reintroduction a few weeks before the product was set to be released with the simple tweet " You asked . We answered . ChickenFriesAreBack . " The company also expanded its social media footprint specifically for the Chicken Fries promotion , adding new Tumblr and Snapchat accounts to their stable of social media outlets . The idea behind the large social media push was monetary , instead of spending capital on a traditional multi @-@ week , multi @-@ media advertising campaign the company would have product @-@ loyalists spread the word at a fraction of the cost of traditional advertising .

Instead of producing a new series of spots on the television front , the chain reused the commercials originally produced by Crispin , Porter + Bogusky from the initial product run . These commercials were only played on Thursdays , specifically for the social media meme known as Throwback Thursday , events that feature historical personal stories or happenings that are routinely run on various sites such as Facebook or Instagram . The only major change to the advertisements was the addition of the hashtag TBT to the lower left @-@ hand corner of the video .

After the end of the promotional period , Burger King received numerous complaints from fans of Chicken Fries through social media sites such as Twitter and Facebook . One of the major ways the company responded was through personalized responses to these posts . Instead of using an automated response that would paste a standardized message on people 's Twitter feeds , the company instead employed several staff to personally respond to customers voicing displeasure on the LTO nature of the 2014 introduction . The entire 2014 Chicken Fries promotion represented a major shift in the attitude towards advertising for Burger King , moving from a more traditional advertising structure to one focused almost entirely on digitally @-@ based media . This change happened fairly quickly , falling into place over the twelve to eighteen @-@ month period preceding the reintroduction of Chicken Fries to the chain 's menu . Along with the new advertising firm , a new director of digital marketing and social media was newly hired from cosmetics firm L 'Oréal was added , increasing the clout of the digital advertising team within the chain .

== 2015 reintroduction ==

Advertising for the permanent reintroduction of Chicken Fries in early 2015 was again shaped around a large digital @-@ media push headed by its new advertising firm David . However , unlike the 2014 promotion that was almost exclusively digitally @-@ oriented , the 2015 promotion was accompanied with a sizable television and media tie @-@ in to the annual NCAA Men 's Division I Basketball Championship tournament . In the host city of Indianapolis , Burger King sponsored Chicken Fries @-@ branded SUVs that would give free rides to visitors . A series of advertisements for the product and the company 's 2 for \$ 5 sandwich promotion ran during the tournament featuring the hash tag WatchLikeaKing , along with a series of NCAA co @-@ branded kid 's meals .

On the digital @-@ front , the company utilized a viral marketing strategy starring a chicken named Gloria . Gloria would be brought to local restaurants to decide if the particular location would sell Chicken Fries that day ; she would be given two feed bowls labeled " Yes " and " no " and depending on which bowl she ate from would decide if the product would be sold there that day . Gloria the chicken had her own truck with her own custom @-@ designed coop . There was a social media presence accompanying the tour with the hashtags RandomGloria and ChickenFries .

Additionally , each of the events were live streamed on the product 's webpage , which also included other things such as Gloria 's bio , a map of upcoming events and links to corporate web sites . The Gloria tour did raise the ire of animal rights organization PETA . The group initially responded to the promotion with a one @-@ word tweet , " DESPICABLE , " with the follow up " @ BurgerKing forcing a chicken to decide if her friends will become # ChickenFries . " PETA stated that the concept behind the tour made their jaws drop over perceived cruelty .

= = = Controversies = = =

= = = Sexual innuendo = = =

The CP + B produced Coq Roq advertisements followed a pattern of controversy for the company , as previous advertisements produced by CP + B had come under fire for perceived or overt sexual innuendo . An earlier example of this type of advertisement was a promotion for a LTO version of Burger King 's TenderCrisp sandwich which featured Darius Rucker in a commercial singing a variant of Burger King 's Have It Your Way jingle that featured a line about " a train of ladies with a nice caboose , " where caboose was not referring to the last car of a train , but the buttocks of the actresses featured in the commercial . The issues raised by public interest groups in this instance came from complaints over the double entendres and sexual innuendo on the Coq Roq website . Pictures of scantily clad women posing as groupies of the band were featured in one section of the site and sported comments such as " groupies love the Coq " and " Groupies love Coq " . Protests from the public over the sexual innuendo of the comments forced BK to request CB + P to have content be changed to something more appropriate for a family oriented restaurant .

= = = Slipknot lawsuit = = =

In August 2005 , CP + B and Burger King became the target of lawyers of the band Slipknot , who alleged the mask @-@ wearing rooster rockers were a blatant copy of the band 's style . The band claimed that CP + B had approached Slipknot 's record company , Roadrunner Records , with an offer to appear in another commercial for Burger King . The band declined on the grounds that they did not want to be associated with a burger chain and they felt that the Coq Roq advertisements were deliberately co @-@ opting the band 's signature look and style in order to influence its fans to purchase the chain 's products . The band issued a cease and desist letter to CP + B and BK requesting the advertisements be pulled . When the two parties declined , the band sued for an undisclosed amount .

CP + B and Burger King then filed counter @-@ suit against Slipknot , stating that the Coq Roq band was fictitious , visually and musically bore little resemblance to Slipknot 's style , and at best was a general parody of heavy metal bands that wear masks or try to achieve a mask @-@ like effect , such as Mushroomhead , KISS or GWAR . Partly mentioned in the counter @-@ suit included the notion that Slipknot were parodies of bands themselves , further citing the specific example of Mushroomhead , who wore near identical style masks and jumpsuits , and had been playing several years before Slipknot even formed , let alone went mainstream . Both suits were eventually dropped , and Burger King ended the campaign shortly after .

= = = Tie @-@ ins = = =

As a product tie @-@ in with the 2005 ? 2006 NFL season , Burger King introduced a 36 piece party pack as a limited time offer . This promotion was more general and featured the BK mascot , the Burger King , digitally superimposed into NFL game footage so appeared to be involved in the game . Some of the players the King replaced include Steve Young , Deion Sanders , and Moe Williams . He was also been depicted performing the Lambeau Leap and dumping Gatorade on the head of former Miami Dolphins head coach Don Shula . The primary packaging was altered to

include the NFL logo ; the party pack designed to mimic the texture of a football , included the NFL logo and a humorous comment along the line of those found on BK packaging at the time .

During the summer of 2006 , BK introduced the 12 piece size as a product tie @-@ in with NASCAR and its new sponsorship of a NASCAR team . The promotion was part of the company 's new sponsorship deal with NASCAR and the new BK / Michael Waltrip Racing team featuring Waltrip 's 00 car number . Several television ads were produced featuring BK Chicken Fries and Waltrip 's racing team with a fictional pit crew member , the chicken server .

During 2007 , Burger King had another product tie @-@ in with a Nickelodeon show , SpongeBob SquarePants . Again the box was altered , this time so the design of the looked like the character SpongeBob . Later in @-@ store promotions in the U.S. have urged customers to add a six @-@ piece portion to their meal as a snack option .

= = Naming and trademarks = =

The name " BK Chicken Fries " is not registered as a trademark in the markets the product is sold (US , Canada , the UK , and Europe) , [Notes 1] however the acronym " BK " is a trademark of Burger King Holdings and is displayed with the " circle @-@ R " (®) symbol in the United States , Europe and New Zealand . [Notes 2] The term " chicken fries " has been trademarked in the United States several times , but never by Burger King . In Canada , " chicken fries " was owned by KFC parent , Yum ! Brands , but its registration was expunged from the records . [Notes 3]