



The Month in Social Media for: KENNY ROGERS ROASTERS

In the 1990s America was hungry for many things and quality food made fast was one of them. When that hunger drove to the intersection of country music and succulent, slow-roasted chicken it found one thing: Kenny Rogers Roasters. To many the combination of a country music legend and mouthwatering meats and side dishes made perfect sense, to others it was strange and frightening. Unlike the hardened pucks of cornbread served with every meal, the chain itself had a short shelf-life (in America).



Due to a series of post-bankruptcy ownership changes and liquidation events, the Gambler has returned to the table with a large stack of chips and a winning hand. Thousands of diners in Malaysia, Indonesia and the Philippines happily consume black pepper chicken meals, delicious baby-back ribs and sides of mashed potatoes under the caring, bearded gaze of Kenny Rogers. Today Social Media tells the tale of Kenny Rogers Roasters' success in Southeast Asia through Tweeted Four-square check-ins, Facebook statuses and YouTube videos.

BY THE NUMBERS

636 total mentions

492  on Twitter

144  on Facebook

20.5  average daily mentions

Sentiment

‘Kenny Rogers' Roasters in Manila? I'm moving there.’

- @michael_pop, October 6, 2010 

235 **positive** mentions / **33** **negative** mentions

‘Waitress sucks! Food is mediocre (@ Kenny Rogers Roasters) <http://4sq.com/bRxLXI>’

- @dewimiranda, October 27, 2010 

Trends

I'M HERE! - 207 check-ins

Patrons were eager to share their dining experience at KRR via Twitter and Foursquare (202) or GoWalla (5).



SEINFELD - 22 mentions

Seinfeld fans referenced episode 142, "The Chicken Roaster" 22 times throughout the month of October.



DRIVE-THRU LAW - 17 mentions

When a Connecticut law firm decided to setup shop in a vacant KRR, Social Media users took notice.