

肯德基：时光影像 见证“改革开放 40 周年”

KFC: Witnessing 40 Years of Reform & Opening up through Photos

【导语】

[Introduction]

（男）今年是中国改革开放 40 周年。改革开放 40 年来取得的成就体现在人们衣食住行的方方面面，作为改革开放后最早进入中国的西式快餐品牌，肯德基无疑是其中的一个缩影，同时也见证了中国社会的巨大发展变化。

(Male) This year marks the 40th anniversary of China's reform & opening up. The accomplishments of these 40 years are reflected in what people wear, what they eat, where they live, and how they travel. As the first western fast food brand to enter China after reform & opening up began, KFC is a mirror of the process, and has witnessed tremendous change in Chinese society.

（女）中秋国庆双节期间，肯德基在全国范围开展“改革开放 40 年影像见证”系列活动，见证点滴影像中的美丽中国。

(Female) During the Mid-Autumn Festival and National Day, KFC launched a nationwide exhibition—"Witnessing 40 Years of Reform & Opening up through Photos"--to showcase the beauty of China.

【正文】

[Main Body]

肯德基此次在全国范围推出《“改革开放 40 年”影像见证》活动，以“加油中国”、“改革开放 40 年”的设计元素装饰 100 家主题餐厅，并以影像展的形式还原 40 年来中国社会的巨大变化，用质朴的镜头语言，记录改革开放后人们日常生活里的点滴瞬间。同时为了迎接中秋国庆双节的到来，肯德基还推出了以改革开放历史事件为主要元素的中秋国庆桶。

During the "Witnessing 40 Years of Reform & Opening up through Photos" campaign, KFC chose the themes of "Cheer on China" and "40 Years of Reform & Opening up" to decorate 100 restaurants, recapping the tremendous change that has taken place in Chinese society. A photo gallery recorded the minutiae of daily life through the last four decades in simple photographic images. At the same time, to celebrate the Mid-Autumn Festival and the National Day, KFC introduced special themed buckets celebrating historical events of reform & opening up.

**【同期】 [Live]**

百胜中国首席执行官 屈翠容 (Joey Wat)

Joey Wat, CEO of Yum China

我们希望通过非常有历史性的这些时刻，比方说 1979 年经济特区的设立，我们有这么一个主题，给时代传递正能量。然后我们会在全国的 100 家店里面有一个改革开放 40 年的图片展，希望通过图片影像呢，重温在过去 40 年一些非常特别美好的时刻。

We hope to create positive energy by referencing specific historical moments, such as the creation of the Special Economic Zones in 1979. That is one of our themes. Through a photo gallery documenting 40 years of reform & opening up, presented in 100 of our restaurants across the country, we hope to relive the best of the last 40 years.

**【正文】 [Main Body]**

9 月 21 日，上海市五角场的肯德基门店举行了首场落地活动，现场通过一系列互动环节还原了人们日常生活中的变化，展示墙上的老照片以时间顺序勾勒出了中国四十年发展变迁。记者观察到，店内有着不同年龄段的消费群体，记者随机采访了几名前来参加活动的消费者，大家对改革开放给日常生活带来的积极影响都感同身受。

On September 21, the first event of the campaign took place at a KFC restaurant in Wujiaochang, Shanghai. A display of photos depicted the exciting changes that have taken place in the daily lives of ordinary people during 40 years of reform and opening up. Customers of all ages attended the event, and recounted their personal anecdotes and expressed their personal feelings on how reform and opening up has changed their lives for the better.

**【同期】 [Live]**

上海消费者

A customer in Shanghai

所以说改革开放四十年给我们带来非常非常大的幸福感，作为一个中国人、一个上海人，一个经历过四十年这样走过来的人说是非常值得骄傲的

These last 40 years have brought us a very, very big sense of happiness. As a Chinese from Shanghai who has been through the whole experience, I'm really proud of reform & opening up.