

肯德基：见证中国改革开放 40 年辉煌 传递时代正能量

KFC: 40 Years of Accomplishments in Reform & Opening up--Creating Positive Energy

### 【导语】

[Introduction]

（女）从 1987 年进入中国市场时的第一家门店，到目前遍布全国各省的 5600 多家门店，肯德基伴随各地消费者一同经历了改革开放给人民生活带来的喜人改变。

(Female) From its first restaurant in China in 1987, to more than 5,600 outlets across the whole of China today, KFC has accompanied its customers through the gratifying process of change that reform & opening up has brought to ordinary people.

（男）在刚刚过去不久的中秋、国庆双节期间，央视财经频道联合肯德基，共同打造了“改革开放 40 年”主题系列活动，通过一系列传播社会正能量、激发民族自豪感的活动，一起为中国加油，成为近期广大消费者的热议话题。

(Male) During the recent Mid-Autumn Festival and National Day holidays, the financial channel of CCTV and KFC teamed up to present 40 Years of Reform & Opening up. The goal of the successful campaign was to “Cheer on China” through a series of activities designed to spread positive energy and build national pride.

### 【正文】 [Main Body]

17 座城市 100 个主题餐厅，以“改革开放 40 年”的设计元素重新装饰的百家主题餐厅记录了改革开放过程中的点滴瞬间，从小视角呈现了 40 年的大变化。主题餐厅融合当地的特色元素，结合老照片、有年代感的老物件，展现着四十年的城市变迁和生活变化。同时，央视财经联合肯德基重磅推出了以改革开放历史事件及瞬间为主视觉的中秋国庆桶，借身边触手可及的商品和场所，覆盖了超过 3 亿不同年龄层的消费者，传播时代正能量，一起为中国加油。

100 theme restaurants in 17 cities: 100 restaurants decorated with images of "40 Years of Reform & Opening up" recorded the minutiae of the reform & opening up process and depicted the major changes that have taken place from a variety of angles, integrating unique local elements in the form of old photos and other items typical of their time. At the same time, the financial channel of CCTV and KFC teamed up to present Mid-Autumn Festival and National Day buckets carrying visual images of historical events and moments from reform & opening up. Leveraging readily accessible items and locations, the campaign covered more than 300 million consumers of different age groups, spreading positive energy to “Cheer on China”.

### 【同期】 武汉消费者

[Live] A consumer in Wuhan

觉得这些桥梁是我们中国改革开放 40 年发展的一个缩影，作为 90 后也是对我们的一个激励，以后要肩负起这个责任。

I think these bridges are a perfect example of China's 40 years of reform & opening up. As someone born in the 1990s, I'm inspired to take on greater responsibility in the future.

【正文】主题活动紧贴中国消费者的生活，通过与博物馆、体坛赛事多方面联动的创新传播模式，为中国发展加油。话题“加油中国”在社交平台的阅读量达到 1.8 亿次，实现了大规模、大覆盖率的推广。此外，活动还通过线上线下与消费者进行互动，征集改革开放的“岁月讲述者”，致敬改革开放 40 年。

[Main Body] The theme activities drew from the lives of ordinary Chinese, using innovative communication models and interacting with multiple parties including museums and sports events to "Cheer on China". "Cheer on China" received 180 million hits on social media, giving the campaign massive coverage and scale. Opportunities were also created to interact with

consumers online and offline, and to solicit narrators for "reform & opening up days" paying tribute to the process.

**【同期】** 龚婷 广州 80 后漫画家

[Live] Gong Ting, a post-80s cartoonist in Guangzhou

（我）主要是画一个“小时候的广州”//广州这个城市，我们是看着它从以前的，现在来看很怀旧的一些特色的东西，慢慢的现在变成了大都市。

(I) mainly create images of "Guangzhou when I was little". I have witnessed the slow change of the City of Guangzhou from what it was in the past into a metropolis.

**【同期】** 刘先生 沈阳城市摄影师

[Live] Mr. Liu, a city photographer in Shenyang

拍摄了几百张沈阳的老照片。当时并没有想到有今天这种对比//城市需要有记录，现在回过头来看，改革开放 40 周年，把这些前后的对比这样拿出来，才更加感慨//更明白的知道我们的国家和我们的城市发生了怎样的翻天覆地的变化。

I have taken several hundred old photos of Shenyang. At the time I was taking them, I never imagined making the comparison with today. The way a city evolves should be recorded. Now, looking back at 40 years of reform & opening up, I become very emotional and really feel the earthshaking changes that have taken place in our country and our city.

**【同期】** 黄进栓 (Johnson Huang) 肯德基中国总经理

[Live] Johnson Huang, General Manager of KFC China

活动在各个地方都得到了广泛的支持和好评，不同的年龄层的消费者分享了他们与中国共同成长的记忆，而这些体验也让消费者在过去这一段时间里能够体会到改革开放的点滴变化。

The campaign received widespread support and praise across the country. Different age groups shared their memories, experiences, and appreciation of growing together with China through reform & opening up.