



**SCRIPT # 1 00:60 – “KFC ‘CARELESS LICKIN’”:**

**CARD:**                               **A CARELESS LICKIN’**  
  **BY DOCTOR OF LICKIN, COLONEL**  
  **SANDERS**

We enter the home of Colonel Sanders as alluring Brazilian jazz is playing lightly in the background. Panning around the home, we see a crackling fireplace with a plush white rug seated beside it.

Next we arrive on a candle-lit dinner table across the way from the fireplace. We close in down the hall to the master bedroom, where we hear Colonel Sanders humming smooth jazz. We peer into his room.

**Colonel Sanders:**               **“Hmmm, Hmmm, Hmmm . . .”**

The Colonel is standing in front of a foggy mirror. He wipes the fog away and it reveals a strong, lean and sexy Colonel Sanders. He puts on his glasses and gazes into himself.

**Colonel Sanders:**               **“Mhmm . . . I look goood.”**

Combing his hair and facial hair, he then reaches out of frame and begins to put on his classic white collared shirt. After he buttons it up, he reaches for a small container of ‘Fried Beard Oil’ and rubs it into his luscious stache and goatee.

**Colonel Sanders:**               **“This oughtta butter me up real nicely.**

He then steps away from the bathroom and into the master bedroom where he puts on his famed suit and ties his bow tie. As he is finishing up the tie, the doorbell rings. The Colonel looks sharper into the mirror.

**Colonel Sanders:**               **I think it got ten degrees hotter.**

Colonel Sanders licks his lips and straightens up before heading to the door. The door opens to a snowy evening with a bucket of chicken seated at his doorstep. He looks at the bucket.

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CW: Nate Gendler  
May 31st, 2022



**Colonel Sanders:**               **“Golden brown and fried to perfection! Please, come in.”**

The music intensifies. We fast forward to the Colonel and the bucket in the midst of a romantic, montage dinner. Lusty gazes from the Colonel are followed by Sanders setting his hand on the table as if he were holding hands with the bucket. Slowly, he plates a piece of golden brown, fried to perfection Kentucky Fried Chicken; he proceeds to hold it dear to him, caressing the breading. The music stops.

**Colonel Sanders:**               **“Oh, Kentucky . . . you shouldn’t have . . . Let’s get cluckin’ crazy . . .”**

[“Careless Whisper” by George Michael](#) plays in the background. Then, we move to the plush rug on the fireplace and in an instant we see the Colonel laying on the rug with the bucket.

Close up shots on the Colonel’s mouth and fingers reveal him eating the chicken and licking his fingers with zero shame in multiple positions. Grease drops onto his body. A close up reveals sweat dripping down the side of the bucket.

Lastly, we see the Colonel’s glasses fogged up, laying next to the fire, wiping away his mess. He holds the bucket near and dear.

**Colonel Sanders:**               **I don’t even care if the neighbors saw me lick my fingers.**

We zoom out and settle on an outside view of the home, with the fireplace flickering and the Colonel/bucket curled up.

**Colonel Sanders (VO):**               **Go ahead and lick those fingers, we know you want to.**

**CARD:**                               **(SCROLLING LIKE CREDITS)**  
**KFC LOGO**  
**LICK AWAY**

**Colonel Sanders (VO):**               **KFC – Lick Away**

KFC Scripts  
CW: Nate Gendler  
May 31st, 2022



**TITLE: "CARELESS LICKIN"**

**TAG: LICK AWAY**

KFC Scripts  
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May 31st, 2022



**SCRIPT #2 00:30 – “CENSORED LICKS”:**

**CARD: WE FILMED KFC CUSTOMERS FOR ONE DAY.**

Shots of the storefront.

**CARD: HERE’S WHAT WE FOUND . . .**

**CARD: DISCLAIMER: SOME RESULTS ARE SENSORED.**

The typed words “Lick #1: No Hesitation” appear on the bottom left. We see a man sitting at a KFC booth. He grabs a piece of chicken and takes a bite, setting the fried chicken back down. Then he goes in for a finger lick, but a black censored block is placed on his eyes/eyebrows and his fingers are blurred out. We hear the sound of finger licking/sucking.

**COLONEL SANDERS (VO): HE REALLY WENT FOR IT!**

Next, we see a family sitting down. The typed words “Lick #2: A Family Affair” appear on the bottom left. They are splitting a bucket and as the family eats, censored squares appear on their eyes/eyebrows and their fingers are blurred out. We hear licks.

**COLONEL SANDERS (VO): EVEN THE WHOLE FAM GOT IN ON THE ACTION!**

The typed words “Lick #3: Love At First Scent” appears on the bottom left. We see a drive-thru customer receive a bucket and immediately they take a huge whiff of fried goodness. The censored block appears on their eyes/eyebrows and their mouth is blurred, prompting the customer licking their lips at the smell of KFC.

**COLONEL SANDERS (VO): THE ANTICIPATION CAN BE SO MUCH.**

Zoom out to the storefront.

**CARD: KFC LOGO  
SCRIPT ‘LICK AWAY’ TAGLINE, GLITCHING AND  
BLURRING.**

**COLONEL SANDERS (VO): THE PROOF IS IN THE POULTRY. KFC – IT’S**

KFC Scripts  
CW: Nate Gendler  
May 31st, 2022



**FINGER LICKIN' GOOD.**

**TITLE: "CENSORED LICKS"**

**TAG: LICK AWAY**

KFC Scripts  
CW: Nate Gendler  
May 31st, 2022



**SCRIPT #3 00:15 – “THE FINGER LICKIN’ BIBLE”:**

MX: [“I Feel You” by Walter Beasley](#) plays in the background.

We focus on ‘The Finger Lickin’ Bible’ coffee-table book. Pages are being flipped by Colonel Sanders’ hands, revealing page-sized photos with captions describing the different close-up mouth and finger shots of different celebrities (Robert Downey Jr., Angelina Jolie, Jamie Foxx, and Doja Cat).

**Colonel Sanders: “Oh, that’s a good lick”**

Page flip.

**Colonel Sanders: “Heavy on the grease AND the crunch!”**

Colonel Sanders closes the book back to the cover with the logo, title, and chicken grease dripping off a finger. Camera pans to the Colonel.

**Colonel Sanders: “It’s so good, you can’t resist. KFC – Lick Away, we know you want to.**

**CARD: KFC LOGO  
FINGER LICKIN’ BIBLE AVAILABLE FEB. 14TH**

**TITLE: “THE FINGER LICKIN’ BIBLE”**

**TAG: LICK AWAY**

KFC Scripts  
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May 31st, 2022



**SCRIPT #4 00:15 – “TO THE HEART” (Tootsie Owl Parody Ad):**

MX: [“I Feel You” by Walter Beasley](#) plays in the background.

We see Colonel Sanders examining a piece of juicy, fried to perfection Kentucky Fried Chicken.

**Colonel Sanders:** “For years we’ve been asking, ‘How many licks does it take to get to the center?’”

The Colonel takes a bite and licks his finger.

**Colonel Sanders:** “But, how many licks does it take to get to the heart?”

**COLONEL VO:** KFC – LICK AWAY . . . WE KNOW YOU WANT TO.

**CARD:** KFC LOGO  
LICK AWAY

**TITLE: “HOW MANY LICKS”**

**TAG: LICK AWAY**