



CLIENT:
KFC

OBSERVATION:

An over reliance of TV alone is not a future proof strategy, but too many media channels risked dilution of effect.

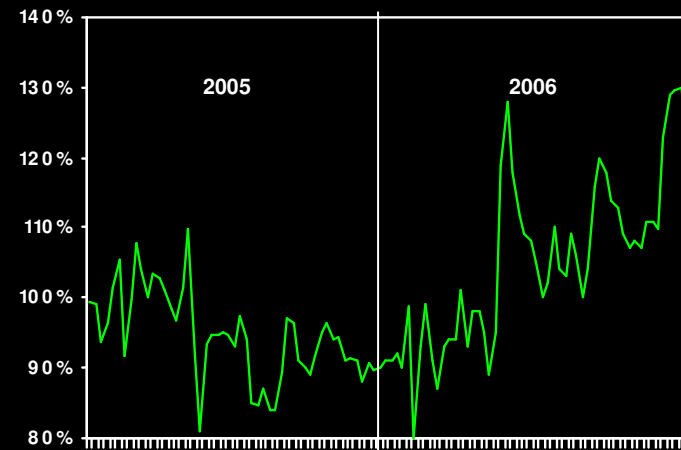


SOLUTION:

A year round marriage of TV and high street outdoor

TASK:

Develop a media model that maximises weekly reach of KFC's diverse consumer base, whilst being able to flex and stretch to support NPD announcements



KFC's Sales Growth

RESULTS:

The results were dramatic. KFC demonstrated immediate growth as the new marketing plan was implemented.