

SPONSOR FOR REAL!

MARKETING OBJECTIVE

KFC, one of the top international fast food restaurants, needed an activation to grow awareness, reach and leads on one of its platforms, Sponsor pe bune ("Sponsor for real"), a fun project that sustained youngsters' amusing causes (e.g. a trip to the seaside with the loved one, a new bike, a new headset etc).

SOLUTION

In order to support the KFC idea, we asked a group of well-known Youtube and Facebook video content creators and comedians, to think of "10 things" (10 lucruri), to help create a funny video and exemplify the craziest needs a boy can have these days.

The final scene unveiled the fact that all the characters were, in fact, participants in a speed dating event. :)



RESULTS

REACH

+330k

ENGAGEMENT

37k

Video views (FB)

16k

Video views (YT)

1083

Clicks from FB

Campaign Duration: September 1st – September 10th