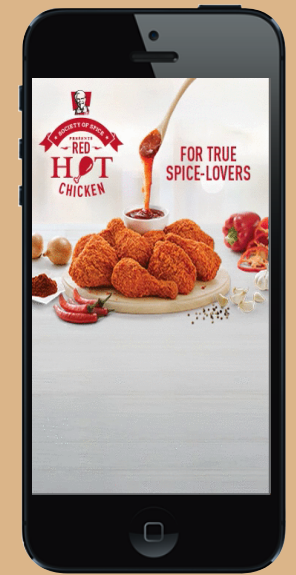




KFC Red Hot Chicken, Singapore

Objective

Promotion of KFC Red Hot Chicken

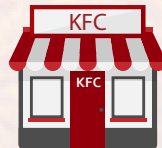


Execution



Island wide Targeting

Geo Targeting and Re-targeting



When People were close to KFC stores, MW pushed outlet specific audience creative which asked them to rate the spice level of the KFC Red Hot Chicken

Results

23% of customers have provided feedback

CTR is increased by **12%** than previous