

Background

KFC wants a mobile marketing campaign to generate buzz and awareness of the "Hot Bucket Challenge" to get users to virtually participate in the event through gamification, across multiple screens.

KFC

Goals

- \cdot Generate awareness about the in-store
- 'Hot Bucket Challenge' advergame competition
- Acquire contact information of users for future KFC promotions

39%

Game Replays

The Campaign

· Duration: 2 weeks

The Results

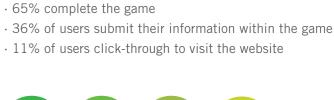
Leads Generation

36%

11%

Call-to-action





The game encourages users to feed the KFC colonel by

· Call-to-Action: Visit KFC Hot Bucket Challenge Website

 \cdot 39% replay the game, with an average of 10 times per person

tapping on the bucket within a limited time period.

· Distribution Channels: Twitter, Facebook

