



39%

Game Replays

36%

Leads Generation

11%

Call-to-action

### 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.

### Goals

- Generate awareness about the in-store ‘Hot Bucket Challenge’ advergaming competition
- Acquire contact information of users for future KFC promotions

### The Campaign

The game encourages users to feed the KFC colonel by tapping on the bucket within a limited time period.

- Duration: 2 weeks
- Distribution Channels: Twitter, Facebook
- Call-to-Action: Visit KFC Hot Bucket Challenge Website

### The Results

- 39% replay the game, with an average of 10 times per person
- 65% complete the game
- 36% of users submit their information within the game
- 11% of users click-through to visit the website

