



KFC Summer of Cricket



Challenge:

- Leverage KFC's sponsorship of Cricket to reach families at dinner and young adults at lunch to drive sales of KFC family and individual meals
- Develop a campaign that will connect with families & young adults and enhance their dining experience

Solution:

- Develop compelling consumer offers that celebrate 'people's cricket' & fuels the competitive Aussie spirit
- The family meal offer included a choice of three Aussie cricketer inflatable fielders with purchase
- The individual meal provided consumers with the chance to win Apple prize packs every week via stickcricket.com.au
- The integrated support program included in-store POS, TV, radio and online

Results:

- Strong sales lift for both individual and family meals over same period last year

For further details on this campaign please contact Renee Wilson on (02) 8437 8400