



## KFC Celebrates 50 Years With High Cross-Channel Reach to QSR Fans

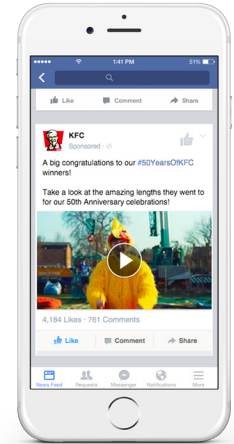
Blue 449 used Adaptly's technology and expertise to achieve two major brand objectives for KFC: to celebrate 50 years in the UK using Facebook and Twitter and to cost-effectively reach KFC's core demographic with video content.

### Approach

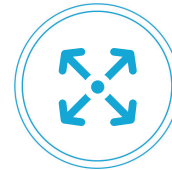
- Using Blue 449's forecasting expertise and Adaptly's benchmarking tools to understand fluctuations in consumer usage and associated biddable costs across Facebook and Twitter.
- Reduce wastage and maximise reach by flighting activity in concentrated periods over the course of the three week campaign.
- Increase salience by applying three campaign targeting filters: consumers aged 18+; consumers who have demonstrated an affinity to 'quick service restaurants'; mobile devices to reflect the media consumption habits of KFC's core demographic.
- Use Twitter to stay front-of-mind with consumers by owning campaign and brand keywords in Timeline and Search.

### Results

- Nearly 10 million consumers were reached at a frequency of 2.2 with 91% of impressions delivered across mobile devices.
- £ for £, the autonomous marketing platforms (Facebook and Twitter) delivered a 4000% increase in video views against 3rd Party Video Link Ads.
- Twitter's engagement rate steadily increased from 1.03% to 6.09% over the campaign period due to daily optimisations and a strong alignment with other ATL efforts.



15% savings  
in CPM



9.7+ million  
users reached



162k engagements  
across Facebook  
and Twitter

### Testimonial

"The collaboration between Blue 449 and Adaptly ensured that this campaign was deployed successfully and at scale across multiple platforms."

— Jenny Packwood,  
Head of Digital, PR & Brand  
Communications |  
Marketing at KFC