



KFC the fast food chain used outdoor advertising as part of their wider campaign to promote the 3+3 campaign.

KFC's objectives were to use Outdoor for awareness building, and to promote the new offer that had on a national scale in Cyprus.

The formats chosen were used to create maximum impact, by a wide placement in the main arteries around Cyprus.

Our research, showed that the KFC campaign met its objectives and achieved increased advertising awareness for its ABC1 target group and a high degree of media attribution to the billboard format employed.

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**AdBoard**