

# KFC Indonesia

## Digital Campaign

### for Hot Rods



#### Our services:

Digital &  
Social Media

Production

KOL & Buzzer  
Management



Introducing a new product from KFC through a digital campaign called "Gara-Gara Hot Rods". The campaign focus on showing various expressions from people after experiencing the spicy sensation of Hot Rods.



# GARA-GARA HOT RODS



Several Key Opinion Leaders (KOLs) such as Raditya Dika, Tan Boy Kun, and Bang Pen also created their expression videos to contribute to the activity. This challenge attracted many audiences for the submission and improved the awareness of the new product from KFC Indonesia.



Appeared in 25 posts  
on Instagram with

**171.544**  
engagements



9 posts on Facebook with

**7.333**  
engagements



11 posts on Twitter with  
**3.523** engagements

#garagara-hotrods challenge  
gained about

**53** reaction video creations



Read more

