

KFC Indonesia

Budaya Beberes



Our services:

Digital &
Social Media

Production



#budayabeberes is a KFC Indonesia campaign that encourage people to clean up their own food after eat at KFC restaurant. There is a pro and contra in this campaign. And we responding their contra comment with a witty and unapologetic expression that trigger a viral content on Twitter and Facebook.



KFC (ID)
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Sejak kecil, kita udah diajarin sebenarnya untuk selalu bebers setelah makan. Tapi seiring dengan berjalannya waktu, budaya ini sudah mulai jarang. Kita lestarikan lagi budaya bebers, yuk! Dari sekarang, kita mulai budaya bebers setelah makan!

Budaya Bebers Setelah Makan

Performance for your post

375,393 People Reached

16,608 Reactions, comments & shares

5,686 Like	1,488 On post	4,198 On shares
513 Love	221 On post	292 On shares
450 Haha	107 On post	343 On shares
46 Wow	11 On post	35 On shares
80 Sad	7 On post	76 On shares
48 Angry	16 On post	32 On shares
7,527 Comments	1,639 On Post	5,888 On Shares
2,260 Shares	2,229 On Post	34 On Shares

57,000 Post Clicks

Our #BudayaBebers Facebook post successfully gathered ± 400.000 reaches & 73.000 engagements (this is big for our FB)

While on Twitter, we recieved this tweet:



although a comment like this may be painful to read, we realize the viral-able potential it has, so we went all in.



From this viral tweet
we harvest



1.000.000
impressions

55.000
engagements

12.000
retweet

18.000
profile clicks

Featured on

→
Kompas.com

→
suara.com

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okezone.com

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opini.id

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asumsi.co

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