

KFC Indonesia

No Straw Movement



Our services:

Digital &
Social Media

KOL & Buzzer
Management

Media

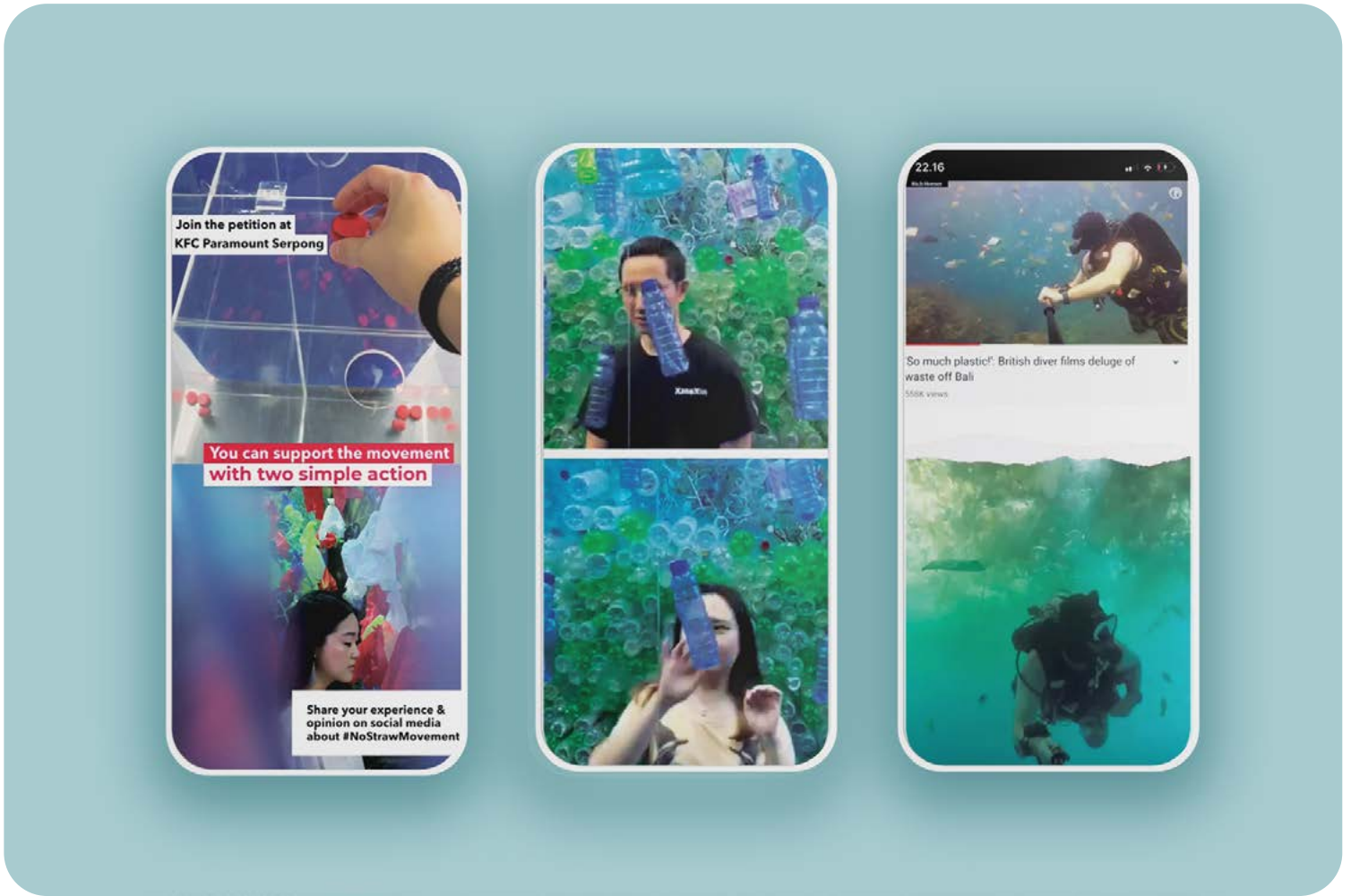


KFC Indonesia took its No Straw Movement into a special event of “KFC untuk Laut Indonesia.” Showing the depiction of plastic trash that fills up the ocean in an experimental box, this campaign urges people to stop using single-use plastic for the sake of ocean life.



From creating the evocative artwork to collaborating with numerous celebrities and influencers through the digital platform, we deliver the main message to the audience. In the end, it gathered thousands of commitment that vote to stop using single-use plastic forever.





Gain 5.733 followers in 1 week

Gain 2,3 Million impressions in 2 day of activation



Read more

