

KFC Indonesia

Reinventing Together, How We Enjoy KFC's Chicken



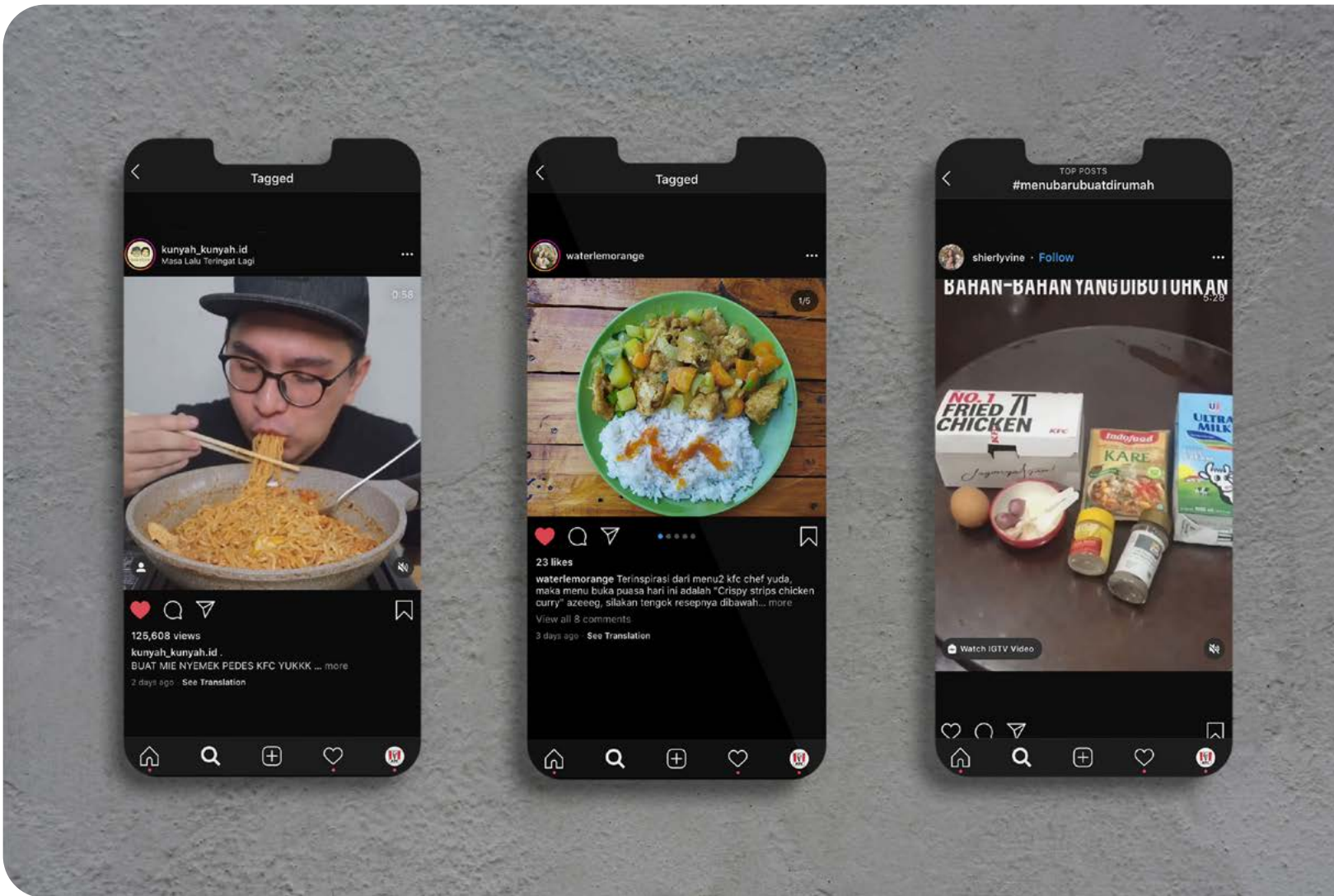
Our services:

Digital &
Social Media

KOL & Buzzer
Management



Reinventing togetherness; how we enjoy KFC's Chicken together separately. While people are enjoying their time at home during the global pandemic, KFC Indonesia wanted to engage with their audience. We invited some KOLs to invent their own unique menus using KFC's fried chicken. This was well received by the public; the campaign went viral.



Up to 150 new creative ways of enjoying KFC's Fried Chicken was born.

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