

REGENT STREET W1

OXFORD CIRCUS W1

NIKETOWN



MINING

KFC



A photograph of a McDonald's restaurant at night. The restaurant's sign and golden arches logo are illuminated. In front of the restaurant, a blue van is parked on a trailer. A large red billboard is mounted on the trailer, featuring a KFC bucket of chicken and the text: "KFC's campaign objective was to build anticipation for the full return of its 'fingerlickin' good' slogan. The plan was to boost the mood with some light relief and whet people's appetites for the return of FLG. The campaign used the hashtag #untilwecanfingerlickagain."

KFC's campaign objective was to build anticipation for the full return of its "fingerlickin' good" slogan. The plan was to boost the mood with some light relief and whet people's appetites for the return of FLG. The campaign used the hashtag #untilwecanfingerlickagain.



In response to the brief, we built a route that captured all the key target locations across London, whilst ensuring our vans were positioned effectively to provide the client with the best possible photo opportunities in-situ and drive PR on campaign.

“



#Untilwecanfingerlickagain was a short, sharp campaign with a fun combination of creative execution and cheeky media placement, which saw ambient media moving around key central London locations. These included ‘I’m lovin’ it’ on Digivans outside McDonalds and ‘Just Do It’ outside Nike. The Digivans were so impactful, and played a really central role in bringing the playful, irreverent tone of the campaign to life. Alongside some paid media spots, we saw great social media engagement and earned coverage, with loads of other brands getting involved and lending us their slogans! We hope we raised a few smiles and got everyone excited for the return of our iconic tagline.”

Mark Cheevers @ PR & Social Media Lead at KFC UK and Ireland