



# KFC's 'Biscuit Bowls' Contest

When the KFC franchisees in 16 U.S. markets launched a new promotion and online contest, LION New Media stepped in to offer their advertising agency a local online solution. Staying completely in the background, LION came up with a plan that provided stellar branding & thousands of contest entries/ coupon downloads that over-achieved all expectations. A powerful mix of strategically chosen Local Newspaper, TV and Radio websites drove the success of this campaign in each market.

## Marketing Objectives

- ✓ **Client:** KFC Franchisees
- ✓ **Target Geography:** 16 local markets across United States
- ✓ **Audience:** A18-49, skewing slightly male
- ✓ **Campaign Flight:** 3 weeks – May 21 – June 10
- ✓ **Websites:** Local Media websites/ Highly visible Sports content. Needed to include media property websites that covered every KFC franchise
- ✓ **Offer:** Play contest to win \$5,000 Entertainment system
- ✓ **Creative:** IAB Flash creative, Streaming Video, EyeWonder Rich Media
- ✓ **Impression Goal:** Over 12 million display ads, streaming video, EyeWonder Rich media
- ✓ **3rd Party Ad Tracking:** Impressions delivered, CTR, most productive creative elements, most productive sites, ROI
- ✓ **Benchmark:** Reach 30%, Frequency 3 in every market
- ✓ **Impressions Delivered:** Over 15 million



## Local Online Solution



- ✓ 16 Local Markets
- ✓ 122 Local media websites
- ✓ Over 30,000 Contest Entries
- ✓ Overall Click Rate: 0.13%
- ✓ Impressions Bought: 12,772,304
- ✓ Impressions Delivered: 15,485,489
- ✓ Delivered 121.24%
- ✓ Over-delivered 2,713,185imps
- ✓ 5% of total impressions served Streaming Video
- ✓ 10% of total impressions served Eyewonder Rich Media



# KFC 'Biscuit Bowls' Promotion

*"Wow. The numbers look really great. I just want to sincerely thank-you for putting together such a great wrap-up and also for doing such a great job with this campaign. It's all very much appreciated."*

- Carrie Jemley, Alan Frank & Associates

## Indisputable Results!

- ✓ **Reach & Frequency:** In just 3 weeks, over 15,000,000 Internet Ads were served to local audiences in 16 markets. KFC's stellar online branding worked in conjunction with a national television campaign
- ✓ **Guaranteed Delivery:** LION timed the pacing and optimized the creative on all 122 websites during the campaign
- ✓ **Targeted Messaging:** Over 30,000 people clicked through to play the online game and download the coupon
- ✓ **Immediate Response:** KFC Franchisees reported a dramatic increase in contest entries & coupon redemptions
- ✓ **Turn-key Solutions:** KFC Ad Agency retained their client relationship and agency commissions



## About LION New Media...

LION New Media is an industry leader in providing comprehensive Local Online marketing solutions. Quite simply, we develop effective online advertising programs that allow our agency partners and clients to blanket any local media market in the country effortlessly and flawlessly. Our mission is to give great service to advertisers looking to get great results from Local Online Advertising campaigns.

A graphic for LION New Media. At the top, the word "LION" is written in large, bold, yellow letters, with "NEW MEDIA" in smaller yellow letters to its right. Below this, the tagline "LOCAL INTERCONNECTED ONLINE NETWORK" is written in small, black, all-caps letters. The background of the graphic is a golden-yellow color with a stylized, abstract image of a person's head and shoulders. In the lower right corner of the graphic, the text "Online Advertising Made Easy" is written in a large, black, serif font. At the bottom of the graphic, the phone number "1.800.676.1019" is displayed in a large, bold, black font.

Learn more at [www.LionNewMedia.com](http://www.LionNewMedia.com)

LION New Media is a full service Online Advertising Service Provider dedicated to streamlining the entire process for agencies and advertisers who are looking for great results in Local markets. Our 'White Label' agency solutions keep LION completely transparent to your clients.

- ✓ Customized Media Plans & Presentations
- ✓ Creative Services
- ✓ Online Media Buying Services
- ✓ Third Party Ad Serving
- ✓ Campaign Optimization
- ✓ Unified Delivery Reports
- ✓ Single-Point Billing

