



## Kentucky Fried Chicken - Seattle

*"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

*"Thank-you LION for including our site in this local campaign. We've been telling national advertisers for years that there is no better way to reach the local audience and get results than local sites. This campaign once again proves it!"*

- Laurie Stroud, Clear Channel Radio

### Indisputable Results!

- ✓ **Reach & Frequency:** In just 3 weeks, over 5,500,000 Internet Ads were served to over 1 million unique cooked users. KFC's stellar branding reached 36.6% of the Seattle market!
- ✓ **Guaranteed Delivery:** LION timed the pacing and optimized the creative on all 9 websites during the campaign
- ✓ **Targeted Messaging:** Over 5,000 people clicked through to download the coupon
- ✓ **Immediate Response:** KFC Franchisees reported a dramatic increase in coupon redemptions
- ✓ **Turn-key Solutions:** KFC Ad Agency retained their client relationship and agency commissions



### About LION New Media...

LION New Media is the industry's most comprehensive provider of Local Online marketing services. 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.

**LION** NEW MEDIA  
LOCAL INTERCONNECTED ONLINE NETWORK

Online Advertising Made Easy

**1.800.676.1019**

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

