

Case Study – Food & Beverage

Kentucky Fried Chicken (KFC) is a fast food restaurant chain that specializes in fried chicken. KFC Malaysia recently launched a new item on the menu – **the potato wrapped prawns**, which will be available in all KFC outlets throughout the country.



KFC New Promotional Product Catches Attention via Engaging Video Ad

Campaign Objectives:

Generate Awareness For The New Product

KFC Malaysia wanted to drive awareness and interest behind the launch of their promotional dish, KFC potato wrapped prawn as well as increase audience consideration to taste the new dish.

The Strategy:

Welcome Video & Mobile Engage Ad Unit

In this competitive F&B market, especially in fast food line, KFC needed to come up with new promotional dishes to attract and keep customers coming back.

Working with Innity, KFC launched its promotional video and used our Welcome Video ad unit to promote the new dish. The ad was distributed throughout Innity's network, focusing on news, food & dining, entertainment, and lifestyle channels.

KFC also utilized Innity's Mobile Engage ad unit to reached a wide range of smartphone users.



KFC's Ad Performance Greatly Surpasses Industry Benchmark

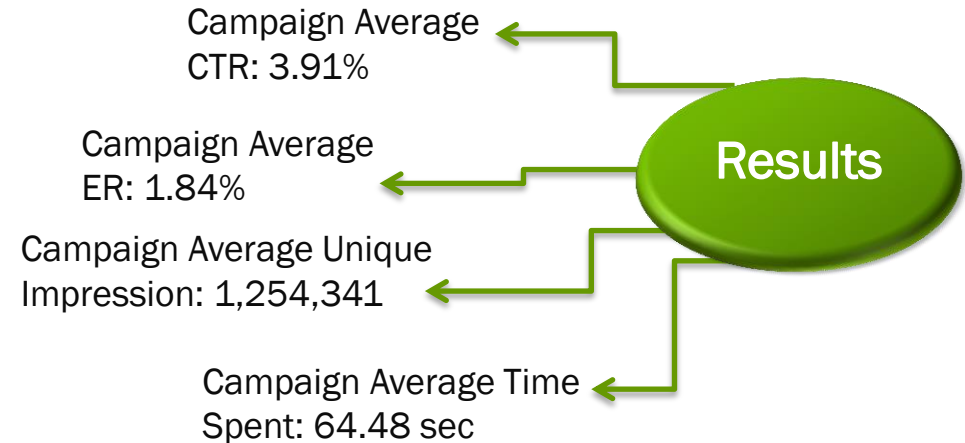
Results: Video CTR 22X Industry Benchmark

The Welcome Video ad, a cross-platform compatible site takeover ad format on both display and mobile devices, garnered a CTR that was well above the industry benchmark. Both welcome video ad and mobile engage ad played a great role in achieving over 1,254,000 unique impressions, with an average of up to 18,326 views daily.

Click here to see [Demo](#)



	This Campaign	Industry Benchmark
CTR rate in CPV	33.33%	1.5%



For further information, and find out how Innity can help you to create brand awareness or achieve your campaign goals, feel free to drop us a message by emailing us: my.sales@innity.com

