

Provantage Out of Home Media activates KFC Fangaesa foosball

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As a wind-up of KFC's Fangaesa campaign, a foosball activation was rolled out, giving excited sports fans an opportunity to come together and have fun.



The elements included a giant branded 12 x 5m human foosball, which was inflated in Maponya Mall's parking lot outside the main entrance and food court. Thirteen energetic promoters dressed as cricket, rugby and tennis players got the ball rolling by playing and enticing the enthusiastic crowds. A human foosball referee cracked jokes and cautioned players ensuring that clean play and a positive vibe was maintained during the thrilling games. Fun was had by all as members of the public formed teams and battled it out for the next goal. "True Fans" who had the most fun and gave the most support received KFC meal vouchers including Streetwise 2, Snackboxes, Family Meals and KFC Family Buckets.



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