

New KFC campaign for Zinger Double Down

KFC has launched a new integrated marketing campaign to promote its Zinger Double Down, creating the character 'Gerrie Power' - 'the main man with a kiff plan' to mentor and teach men how to deal with any hot situation.



He is based on a South African parody of the male mentor, which provides a vehicle to talk about the new product in a fresh and entertaining way through the various media. He provides the average guy with all the advice he needs to maintain his manliness no matter what hot situation he finds himself in.

Engaging campaign

The campaign combines traditional above-the-line media with digital, driving customers to a dedicated webpage where they can interact with various situations. Power is at the centre of it and additional novelty elements such as 'Gerrie's Book of Words' and webisodes make the campaign engaging and entertaining.

"We wanted to create an integrated campaign that brings our product to life in fresh and engaging way," says Lizanne Bartlett, marketing director at KFC South Africa.

To see Gerrie Power in action follow the hype and conversation at www.zingerdoubledown.co.za, www.facebook.com/KFCSA or on www.twitter.com/kfcsa.

For more, visit: <https://www.bizcommunity.com>