



*IT'S CRUNCH TIME*

# CHALLENGE

KFC Ghana was introducing the CRUNCHIEST BURGER EVER, the KFC Crunch Burger and wanted to create a mass appeal for the product.

But how would you breakthrough with so much noise and clutter

online?



# EXECUTION

digit created a campaign that used the everyday influential friend people knew. One after the other, these influencers subtly advertised and sold the product to their friends without them even realizing it was brand led

With carefully scripted copies, they posted images of themselves enjoying the burger and called on their friends to also try out the burger. It was a friend-led campaign engineered by digit to take away heavy brand focus. AND IT WAS THE FIRST EVER ACTIVATED INSTAGRAM CAMPAIGN LIKE THAT



# THE INFLUENCER POST



kfcghana FOLLOW

285 likes 1w

kfcghana #Repost @kueen\_em ...  
Goofing with Bae at @KFCGhana #ItsCrunchTimeKFC

Stepping out with the Bae or friends? Grab the Crunchiest Burger ever crunched for only GHc9.90p #ItsCrunchTimeKFC



kfcghana FOLLOW

243 likes 3w

kfcghana #Repost @denny\_loves ...  
Wow! Great taste much more crunchier you've got to have a bite to know what am talking about @kfcghana Crunch Burger keeps u going. #ItsCrunchTimeKfc

He said it all. Grab the new Crunch Burger for GHc9.90p only. Available in all @KFCGhana stores. #ItsCrunchTimeKFC

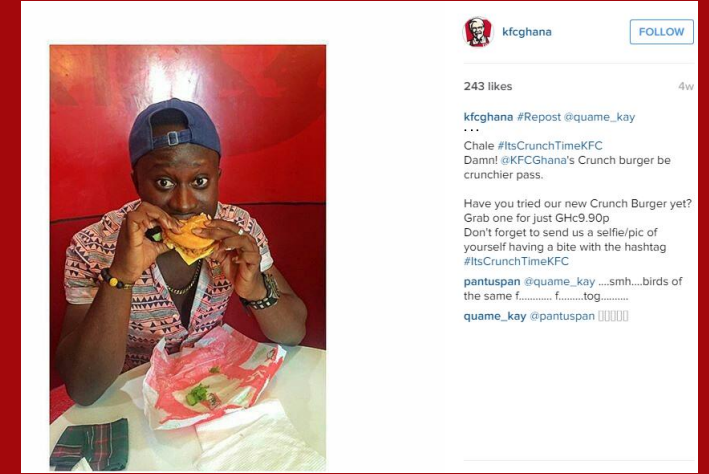
j\_e\_a\_g\_b Do u open on sundays??at east legon??

pantuspan @denny\_loves .....smh....

denny\_loves @pantuspan lol..do u wan sme?

pantuspan @denny\_loves for ....won't mind u

kfcghana Yes @j\_e\_a\_g\_b []



kfcghana FOLLOW

243 likes 4w

kfcghana #Repost @quame\_kay ...  
Chale #ItsCrunchTimeKFC Damn! @KFCGhana's Crunch burger be crunchier pass.

Have you tried our new Crunch Burger yet? Grab one for just GHc9.90p Don't forget to send us a selfie/pic of yourself having a bite with the hashtag #ItsCrunchTimeKFC

pantuspan @quame\_kay ....smh....birds of the same f..... f.....tog.....

quame\_kay @pantuspan [][][][]



kfcghana FOLLOW

286 likes 1w

kfcghana #Repost @wesleykessegh ...  
My love for CRUNCH BURGER is DEEEEP!!! [][][] #ItsCrunchTimeKFC

Start the new month on a great note with the Crunchiest Burger ever crunched for GHc9.90p only. Available in all our stores. #ItsCrunchTimeKFC

nathanael\_gh Thanks for d ff @kfcghana ... U always keep me licking ma fingers![] []

kfcghana @nathanael\_gh [][][][]

beautyrave4u Am I invited



kfcghana FOLLOW

283 likes 4w

kfcghana #Repost @prie\_dee ...  
I found a new crush. @KFCGhana's crunch burger. My smile says it all right? #ItsCrunchTimeKFC

Join us at 12 noon to 1pm. Purchase the new Crunch Burger and receive a free soft twirl! There is nothing #CrunchierThan! this. frankoduro72 Will join soon ezydel Kfcdansoman?????

kfcghana Yes @ezydel! [] Don't forget to share your moments there with the hashtag #ItsCrunchTimeKFC

created2worship93 @prie\_dee u are everywhere @asap\_phrizt @nasara\_xx @sephie\_afia @\_\_martha\_\_



kfcghana FOLLOW

305 likes 2w

kfcghana #Repost @esymuriel ...  
About to munch on this @KFCGhana Crunch Burger but first lemme take a selfie! [] [] [] #ItsCrunchTimeKFC

Grab the new @KFCGhana Crunch Burger today for lunch! Don't forget to tag us in your selfies! #ItsCrunchTimeKFC

nana5star All that she wanted @recwanworldwide @kal\_vn @kueen\_em @kardisbelle @stunning\_boris @prie\_dee @kymbherlie!

kardisbelle @nana5star [] [] []

recwanworldwide Aduanehemaa @esymuriel

\_\_martha\_\_ @nana5star so you left me out right?? ok cool steeze

nana5star @\_\_martha\_\_ baby tth. lmu

\_\_martha\_\_ do you know me? ? @nana5star



# THE INVITATION

At the time of the campaign, Stonebwoy had won the BET Best International Act, Africa Award. Quickly, we consulted with client and congratulated him with the brand in mind

We invited him for a 'CRUNCHY' lunch when he touched down with the award. This post launched the campaign into a space where his fans and the ecstatic Ghanaian community to liked, retweeted, commented and reposted after his reply



KFCGhana @KFC\_Ghana · Jul 3

Congrats @stonebwoyb on your BET success. Pass by any KFC in Accra when you return for a #CrunchierThan treat on us.



NEW

KFC

Crunch Burger

#CrunchierThan

KFC so good

RETWEETS 53 FAVORITES 6

Profile picture icons of users who interacted with the tweet.



# WE STRUCK GOLD


His reply changed everything!!!!





A screenshot of a tweet on a white background. At the top left, there is a green retweet icon followed by the text "KFCGhana retweeted". Below this is a profile picture of a person with the text "GO HIGHER" and the name "STONEBWOY @stonebwoyb · Jul 3". The main text of the tweet is "@KFC\_Ghana 😊😊". Below the text, there are two columns: "RETWEETS" with the number "17" and "FAVORITES" with the number "5". To the right of these numbers is a horizontal row of ten small profile pictures of various users. At the bottom left, there is a timestamp "8:49 AM - 3 Jul 2015 - Details" and a row of icons: a reply arrow, a retweet icon, a star, and a three-dot menu. At the bottom right, there is a link that says "Hide conversation".




# THE REACTION

 KFCGhana retweeted


 #J3j3ly @the\_Meister\_ · Jul 3  
Please he's a close family friend. Can I pass by too?

 **KFCGhana @KFC\_Ghana**  
Congrats @stonebwoyb on your BET success. Pass by any KFC in Accra when you return for a #CrunchierThan treat on us.

RETWEETS  
7



6:01 AM - 3 Jul 2015 · Details



 KFCGhana retweeted

 **kuulpeeps @KuulPeeps** · Jul 3  
🙏

 **KFCGhana @KFC\_Ghana**  
Congrats @stonebwoyb on your BET success. Pass by any KFC in Accra when you return for a #CrunchierThan treat on us.





# THE REACTION

 **Vladimir Mayweather Jr.** Me too I won FACEBOOK talkative award last month. . Anything for me??  
Unlike · Reply ·  9 · 4 July at 14:13

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 **KFCGhana** lots of love from us to you on winning your award.



Like ·  4 · Commented on by Kwesii Asomadu [?] · 5 July at 10:52 · Edited

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 **Immanuel Yaw** 😊  
Like ·  1 · 6 July at 08:51

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 **Chan Young Koh** 😊  
Like ·  1 · 26 July at 17:44

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 **Abdul Razak** Open a branch in Tamale!!! I miss KFC Streetwise  
Like · Reply · 7 July at 02:12

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 **Ellen Leffler Djimini Kodjo** will u buy this for our date ❤️❤️  
Like ·  1 · 26 July at 09:36

Like · Reply · 6 July at 17:14

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 **Michael Otu Kuwornu** Imagine having KFC burger with Monin peach or lemon ice Tea☐☐  
Like · Reply ·  1 · 4 July at 17:54

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 **Bishop Gilbert Roland Pluto** Aaaah saaaa wat of we de fans  
See Translation  
Like · Reply ·  2 · 4 July at 12:15

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 **Mmerebowaa Quansimaah Ivy** Eishhhhhhhhh Koby Burniton plz im stonebuoys byforce cousin sekof food😁😁😁☐😁😁😁  
Like · Reply ·  1 · 4 July at 10:59

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↳ 3 Replies

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 **Ronke Rubabat Oseni** Like seriously  
Like · Reply ·  1 · 5 July at 11:10

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 **LomEnyo EmmAnuel** Funny  
Like · Reply · 4 July at 12:15

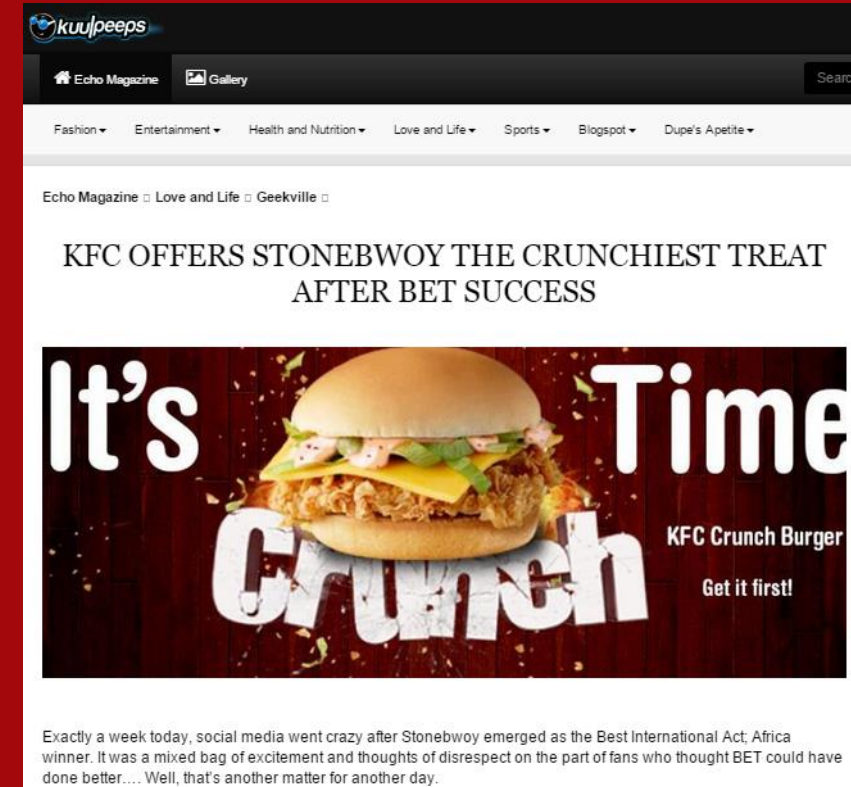
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 **Prince Reuben Williams Afutu** Nice marketing concept. I love the person behind the idea. I can help to make it big.





# EARNED MEDIA



Along came some earned media from Daily Guide and Kuulpeeps.com. They noticed Stonebwoy's reply and the innovation that came with the post inviting him for a 'CRUNCHY' lunch.



It is all about a **STORY**, at a **TIME**

