



sogood™ At Boon Lay Heartland Hub

Client: KFC
 Campaign: KFC Snackers
 Media: Concept Hub
 Duration: 7 Feb - 18 Mar 2012

Our Success Story

“Boon Lay Heartland Hub’s strategic location is the last top-of-mind recall for advertisers to connect with commuters before they enter Jurong Point. On top of that, the creative berth concept captures higher interest and awareness for our latest tactical promotion,”

Virginia Ng
 Marketing Director of KFC

