



At Dhoby Ghaut NEL

Client: KFC
 Campaign: KFC Zinger: Double Down Max
 Media: Megapillars + Overhead
 Wallscape Concept
 Duration: 10 Apr – 7 May 2013

Our Success Story



"The location of the ad is really good as this is a high traffic area. The colours stand out and passing commuters would certainly notice these KFC advertisements."

Mark Ong
 Student



"The ad is very eye-catching, I like how it is associated with Iron Man. The use of strong visuals will definitely entice commuters to purchase KFC during rush hour."

Masrinah Latiff
 Teacher



"The design of the ad is very simple and easy to understand. It shows strong branding from KFC, and makes me want to have KFC after this."

Shikin Hussain
 Teacher

