

KFC added a little magic to Mothers' Day

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The key insight behind this Mothers' Day campaign is that most Moms lead such busy lives as they juggle all the roles and challenges that make up every day. KFC therefore decided to not only spoil treat their Moms but also give Moms a little time to themselves on Mothers' Day and as their ad campaign promises, give Moms one less thing to worry about.

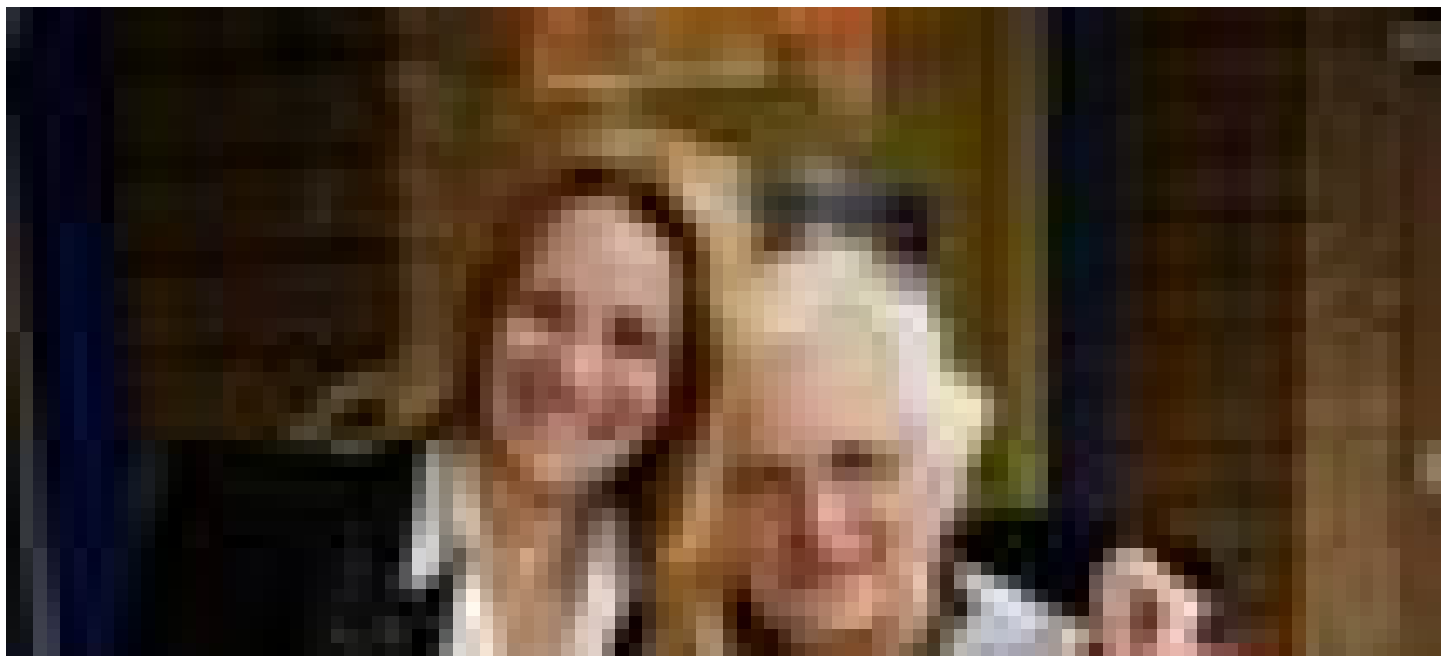
This year KFC again treated all staff Moms and all customer Moms who came in store on Mothers' Day to a free copy of their favourite Caxton magazine at KFC stores across the country. The mammoth task of activating over 1000 promoters in all stores across the country on one day only is not an easy logistic to manage, but Provantage Media once again achieved an amazing promotion, giving away 100 000 magazines to Moms across the country.



In meeting the requirement of giving Super Moms more time to themselves KFC and their agencies added to the promotion by making 100 lucky Moms wishes come true in the KFC Amazing Mom Doubles competition where they won a helping hand, a double, to help look after the children, run errands or spring clean the house.

The competition winners were met by local celebrity Moms, Sam Cowan, Michelle McLean, Amor Vittone, Camilla Walker-Hartmann and Paula Duffy in Johannesburg, Cape Town, PE, Durban and Bloemfontein. The Celeb Moms chatted with the winners and handed over their prizes in store on Mothers' Day.

"We were expecting Moms to enjoy the competition but most of all we wanted them to have some free time for themselves," says Deshnee Padayachee, brand manager, "but the impact we made with this competition was totally unexpected. Moms from across the country who won the competition told us stories of how much they gladly do for their families and the huge relief having an extra pair of hands was for them. We helped Moms in wheelchairs, single Moms who were looking after their parents with cancer and dozens of other frazzled Supermoms take a breather."







As the winners are now starting to use their prizes, the feedback has been wonderful. "I can't tell you how brilliant it is to be driven to work through horrendous traffic and not feel stressed. My kids are safely at school on time, and I have read my *Your Family* magazine from cover to cover for the first time in months while my driver has negotiated all the traffic for me. Thank you KFC, you have made Mothers' Day a whole week long this year," commented Nicolette, Supermom of three in Johannesburg.

"The campaign was a success only because our agencies and partner media owners all worked together over many months to ensure it all ran smoothly. A big thank you to Ogilvy, Brand Activation 141, Mindshare, Caxton and Provantage who all delivered exceptional results," concludes Padayachee.

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