

Award-Winning Engagement: How POKKT Powered the "KFC The Box X PUBG" Campaign's Success



In today's competitive digital landscape, brands must innovate to capture consumer attention. KFC Thailand recognized this need and partnered with AnyMind Group to leverage the company's expertise in crafting engaging digital experiences. The resulting "KFC The Box X PUBG" campaign, a collaboration with the global gaming phenomenon PUBG Mobile, not only successfully drove awareness for a limited-time, but also garnered industry recognition, earning a Silver award in the Gaming, Gamification & E-Sports category at the MMA SMARTIES Thailand 2024. This achievement underscores AnyMind Group's ability to deliver impactful, data-driven solutions that resonate with targeted audiences.

AnyMind Group wins Silver Award at "SMARTIES Thailand 2024" recognizing outstanding marketing campaigns held in Thailand.

The Challenge: Limited-Time, High-Impact Promotion

The core challenge for KFC Thailand was to effectively promote a limited-time collaboration with PUBG Mobile. This meant generating significant buzz and driving consumer engagement within a short window. The campaign needed to resonate with both KFC's existing customer base and the vast community of PUBG Mobile players. The goal was simple: to drive sales of the "KFC The Box X PUBG" meal.

The Solution: Interactive Engagement through Innovative Ad Banners

Through AnyMind's mobile advertising platform POKKT, KFC was able to devise a solution centered around interactive ad banners. Recognizing the power of visual appeal and user engagement within the gaming community, KFC was able to develop rich, dynamic banners that showcased the exclusive skins and in-game elements associated with the collaboration.

The key to the campaign's success lies in its interactive nature. Users were not merely presented with static images; they were invited to actively participate in the experience. By tapping and swiping through different elements, they could customize their virtual; items and skins, mirroring the customization options available within the PUBG Mobile game itself.

This interactive journey culminated in the presentation of the limited-edition KFC meal, effectively bridging the virtual and physical worlds. By gamifying the ad experience, AnyMind Group transformed a simple promotional message into an engaging and memorable interaction.

The Power of Personalization and Gamification

The campaign's success can be attributed to several key factors:

- **Understanding the Target Audience:** The campaign demonstrated a deep understanding of the PUBG Mobile community. By incorporating elements of customization and in-game aesthetics, it spoke directly to the interests and preferences of gamers.
- **Interactive Engagement:** The interactive ad formats transformed passive viewers into active participants. This level of engagement significantly increased the likelihood of users clicking through to learn more about the offer.
- **Seamless Integration:** The campaign seamlessly integrated the KFC brand with the PUBG Mobile universe. The virtual; skins and items customization and the presentation of the limited-edition meal created a cohesive and immersive experience.
- **Strategic Use of Ad Technology:** AnyMind Group's in-app advertising platform, POKKT, enabled the creation and delivery of highly effective interactive ads. The campaign's performance metrics underscore the power of targeted and engaging digital advertising.

The Results: Impressive Metrics and Industry Recognition

The "KFC The Box x PUBG" campaign achieved remarkable results, exceeding expectations and demonstrating the effectiveness of the strategy. The campaign garnered:

- **2.9 Million Impressions:** This broad reach ensured that the message was effectively disseminated to a large audience.
- **10% engagement:** Indicating strong audience interaction and interest.
- **Click-Through Rate (CTR) of 1.3%:** Indicates that the advertisement has a certain level of relevance to the target audience and was able to attract their attention enough to generate clicks.
- **Average Dwell Time of 29 seconds:** Suggests that users who clicked on the advertisement showed interest and spent a satisfactory amount of time reviewing the campaign content.

Beyond the impressive metrics, the campaign's success was further validated by its Silver award at the MMA SMARTIES Thailand 2024 in the Gaming, Gamification & E-Sports category. This recognition from industry peers underscores the campaign's innovative approach and its impact on the digital marketing landscape.

Lessons Learned and Future Implications

The "KFC The Box x PUBG" campaign offers valuable lessons for brands seeking to engage with digital audiences:

- **Embrace Gamification:** Gamification can be a powerful tool for driving engagement and creating memorable brand experiences.
- **Leverage Interactive Ad Formats:** Interactive ad formats offer a significant advantage over static ads, allowing for deeper user engagement and increased click-through rates.
- **Understand Your Audience:** A deep understanding of the target audience's interests and preferences is crucial for creating effective and resonant campaigns.
- **Strategic Partnerships:** Collaborating with popular gaming platforms can significantly expand brand reach and engagement.

The success of the “KFC The Box X PUBG” campaign, a compelling example of how brands can effectively leverage digital platforms to create impactful and memorable campaigns that drive results and garner industry recognition, demonstrates the evolving nature of digital marketing, where gamification, interactive experiences, and strategic partnerships play an increasingly vital role in connecting with consumers; this award-winning campaign, powered by AnyMind Group’s innovative solutions, was made possible through the collaboration with our exceptional partners: KFC Thailand (Client), Brains & Brawn Co., Ltd. (Creative Agency), and Initiative Thailand (Digital Agency).

Want to drive results like KFC Thailand and PUBG Mobile? Marketers can tap on POKKT — AnyMind’s in-app mobile advertising platform which provides the tools and expertise to create winning campaigns and offers precise targeting, high-impact ad placements, and diverse formats for both brand and performance marketing in gaming and beyond.

Ready to create your own winning campaign? Discover how AnyMind Group can help you achieve your marketing goals, from driving awareness to conversion.