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Description

Despite its worldwide renowned fame, KFC operates just 7 stores in Greece, making it hard to establish connection and build brand image. Therefore, KFC's iconic tagline "finger lickin' good" as well as its ballsy brand character are unknown to Greeks. In an attempt to "wake up" those assets and transform the "sweet American grandpa" - as Greek perception has it - to a cool guy you'd hang out with, we employed storytelling; but not the casual one. Storytelling that can have scroll-stopping power on social media cluttered timelines. Where surrealistic meets provocative... is where the Story of the Little One begins.

Film advertisement created by Frank and Fame, Greece for KFC, within the category: Food.



fits

Advertising Agency: [Frank and Fame, Athens, Greece \(http://www.frankandfame.gr\)](http://www.frankandfame.gr)



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Production Company: [Filmiki \(/creative/filmiki\)](#)

Director: [Vasilis Katsoupis \(/creative/vasilis_katsoupis\)](#)

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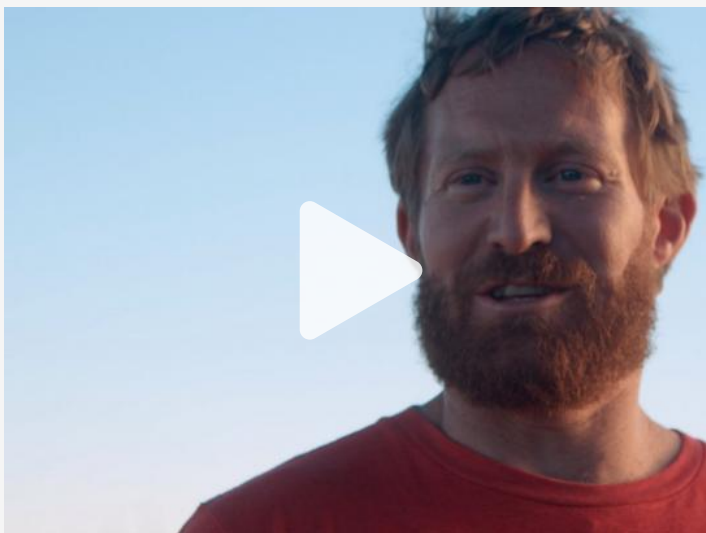
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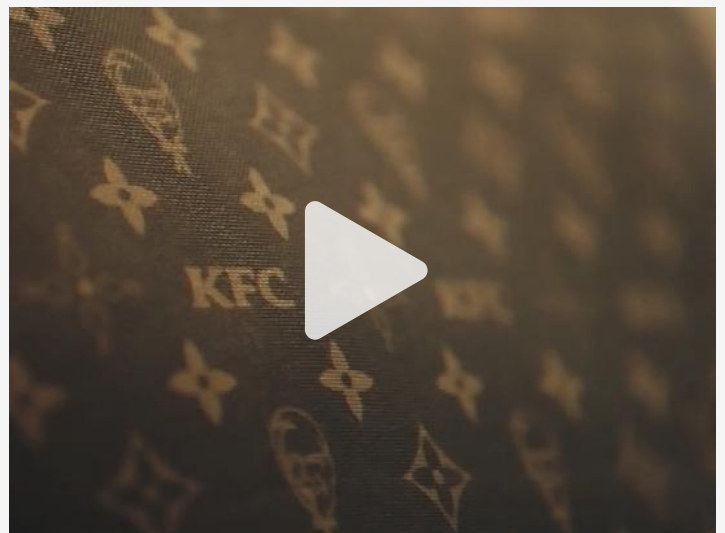
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