

KFC Targets The Nostrils Of Hungry Office Workers

2007-09-06

In what appears to be a first, KFC has unleashed the power of the smell of Kentucky Fried Chicken in the corporate halls of offices in Washington, D.C., Chicago and Dallas in an attempt to lure office workers to its restaurants.

Louisville, Ky.-based KFC is highlighting the launch of its new \$2.99 Deals via a "scent-focused" pilot program over the past week involving the mailrooms of Chemistry.com in Dallas, the Trade Association & Society Consultants of Washington, D.C., and the Chicago offices of the Salvation Army.

In the promotion, a plated meal including KFC chicken, a side item and a biscuit was placed on the mail carts that pass out interoffice mail, overnight packages and bills during pre-lunch drops. "Mailroom staffers were all fed first so that they would have the strength to deal with the employees clamoring for the KFC," says a spokesperson.

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Source - MediaPost Communications

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