

KFC Hopes Humor Will Draw Younger Patrons

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Comedy Central Shorts Help Hawk New Toasted Wraps

Although a number of stand-up comedians have worked Kentucky Fried Chicken into their sets, the fast-feeder has now worked out a way to pay for the privilege.

KFC devoted a solid chunk of its broadcast and online advertising budget to Comedy Central this spring and summer to back the launch of its toasted snack wrap, making a concerted attempt to reconnect with the young fry.

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