



KFC BACON LOVERS BURGER | SOUNDS LIKE BACON | RAIN | 30"

Do you hear sizzling bacon, or something else? This campaign puts listeners to the test to find out if the KFC Bacon Lovers Burger is for them.

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SFX: (We hear rain... or is it sizzling bacon?)

VO: **This is a test.**

So listen carefully...

If you only hear rain... you've failed.

But if you hear irresistible, sizzling bacon... congratulations – you're going to love the new Bacon Lovers Burger with baconnaise from KFC.

Limited time only at participating stores.

KFC BACON LOVERS BURGER | SOUNDS LIKE BACON | APPLAUSE | 30"

SFX: (We hear applause... or is it sizzling bacon?)

VO: **What do you think you're listening to?**

Only a crowd of people? Then we feel sorry for you.

But if you hear mouth-watering, sizzling bacon... congratulations – you're going to love the new Bacon Lovers Burger with baconnaise from KFC.

Limited time only at participating stores.



KFC BACON LOVERS BURGER | SOUNDS LIKE BACON | SPRINKLER | 30"

SFX: (We hear a sprinkler... or is it sizzling bacon?)

VO: **Listen closely.**

What do you hear?

If it's a sprinkler... that's disappointing.

But if you hear delicious, sizzling bacon... congratulations – you're going to love the new Bacon Lovers Burger with baconnaisse from KFC.

Limited time only at participating stores.