

News Release

Pizza Hut & KFC launches unique campaign to create awareness on global warming and the possibilities of the submergence of Bangladesh

Dhaka 22 April, 2009: The Earth Day was observed with great interest and enthusiasm throughout the world on April 22nd. Pizza Hut and KFC, the world famous chain restaurants, too observed this special occasion with the rest of the world but as always, with their unique localized flavors.

Global warming is probably the deadliest of the threats that the earth faces today. As the temperature of the globe rises, so does the level of sea water. This puts the lands which are at or below the sea level in the great risk of submerging into the sea within a period of only fifty to one hundred years. Bangladesh is among the countries which are predicted to be the first ones to submerge. Environmental scientists have expressed their fears that two third of Bangladesh would drown by the year 2050 and that it would go under water completely by the year 2100. This is why Transcom Foods Ltd., the franchisee of Pizza Hut and KFC in Bangladesh, decided to celebrate the earth day through a very unique campaign to create awareness on the issue among the people of Bangladesh.

The campaign is a three sixty degree approach that covers the above the line media such as press ad and billboard to on spot activations and online promotion. The campaign uses the visual of a pair of diver's fins as the promotional tool to remind the audience about the new under water life that they would have to live unless they become aware and start acting NOW. The campaign suggests its audience to be a minimalist while using power, gas and water and avoid using vehicles and air conditioners whenever possible.

Presence of real snorkel swimmers in real diving gears in all the Pizza Hut and KFC branches on the day was definitely a very unique and thoughtful initiative. The divers walked around the tables, distributed brochures and answered questions. The brochures suggested ten ways in which anybody could contribute in cooling the earth down and maybe in the process help to save this dear green triangle of ours.

In a meet-the-press, Mr. Akku Chowdhury, the Executive Director of Transcom Foods Ltd. said, "We all have our responsibility of tackling the challenges of climate change and for that we are also revitalizing our business model itself. At pizza Hut and Kfc, we are trying to procure maximum number of local ingredients in our food products to reduce the carbon emission. As part of this we are procuring all the Kfc chickens from the BRAC poultry. I would like to thank TBWA/Benchmark for coming up with such an innovative awareness campaign as Care to Drown."

For more details please contact:

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