

Floorplan

WHAT'S THAT SMELL?

Arrival Terminal



INSIGHT

Your sense of smell is hyper-activated when you're hungry, and you crave the food that you smell

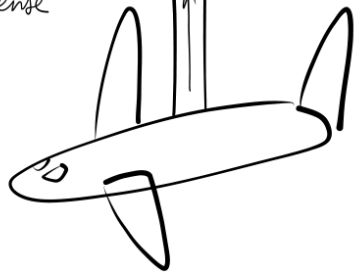
IDEA

Get the low-energy & starving long-flight passengers to crave KFC by exposing them to that iconic fried chicken smell

EXECUTION

There's a 2-to-3-min walk from plane to Immigration. Fill the pathway that long flight passengers would walk through with the smell of KFC. Put a KFC store (permanent or pop-up) right at the center of the Arrival Terminal.

① Passenger gets off plane, hungry w/ a heightened sense of smell.



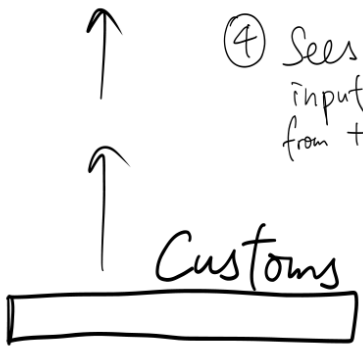
② Smells KFC here. ☆



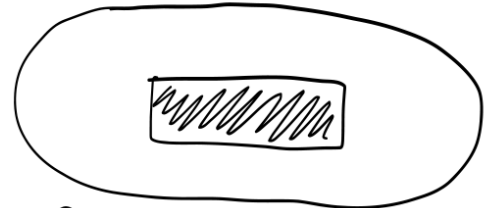
Immigration,
Stamping
Passport

Chicken
Smell

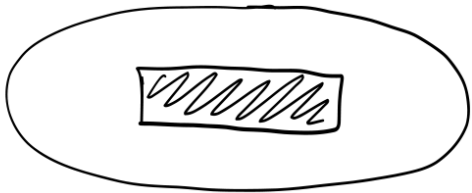
☆ Life-size
Figure



④ Sees KFC. Visual input awakens craving from the smell a while ago.



Baggage
Carousels



③ Gets through Immigration & everything

(30 - 60 mins total)