

What Marketers Can Learn About Pulling Off a Stunt From IHOP, Burger King and KFC

Getting attention through stunts is not anything new. It's a healthy tactic that brands keep using to make a splash in news and culture. However, in the past several years, stunts have become more sophisticated in how they reach audiences. High-impact creative ideas from agencies can illustrate the true power of capturing moments in time...
<https://www.adweek.com/creativity/more-than-just-eyeballs-brand-stunts-continue-their-rise/>