What the Colonel Wished He'd Brought With Him to Cannes

CANNES, France—The Colonel was here Thursday for a panel on the evolution of the KFC brand, which in no small part is due to the creatives at Wieden+Kennedy. In fact, the Colonel was played by W+K ecd Eric Baldwin, who stayed in character during our post-panel interview. Fellow W+K ecd Jason Bagley and KFC marketing…
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