



Burger King Campaign goals

- **1. Sell - Grow service**
- **2. Speak - through dialogue and participation**
- **3. Serve - Add value**
- **4. Save - Save cost**
- **5. Sizzle - Extending your brand online**



Burger King on Facebook

- Burger King has the largest fan following on Facebook with close to 8.5 million followers on its primary Facebook page.
- A 2.45% growth in followers, which is almost 513 followers added per day.
- The brand published 170 posts of which 118 were photos, 50 were videos, and 2 were plain text.



Mobile Marketing

- Burger King had revised its mobile app design and promoted the feature of order-ahead.
- All the mobile app users had to do was go near (600m) select McDonald's locations.
- Once they get near, they would receive a notification offering a Whopper burger for one cent.
- According to Marketing Dive, this campaign generated 1.5 million downloads of the app.

BURN THAT AD

FLAME-GRILLED IS ALWAYS BETTER
GET YOUR FREE WHOPPER

HOW WE LET PEOPLE TURN MCDONALD'S ADS INTO BURGER KING ADS

In Brazil, McDonald's invests four times more money in advertising than Burger King. Their ads are everywhere. So we did what we do best: we flame-grilled them.

Using Augmented Reality, we let people burn McDonald's ads and turn them into Burger King ads. All they needed was their cellphones and the Burger King App.

We added an AR feature to the Burger King app that could recognize ANY McDonald's ad and burn it down. Clicking on the ad generated a free Whopper coupon which users could redeem at a BK store of their choosing. The more McDonald's advertised, the more people burned their ads.

WATCH THE CASE STUDY HERE

BURGER KING

POKING MCDONALD'S WAS SHY, UNTIL NOW
msn

WHATS NEXT FOR AUGMENTED REALITY
GOV. CREATIVE INTELLIGENCE

400,000 ADS BURNED
Source: Yuforia

MOST DOWNLOADED APP ON APPSTORE
Food & Drink category Brazil

54.6% IN-APP SALES INCREASE
Source: Burger King internal data

DOWNLOAD THE APP
Get the app for Android and look for ANY McDonald's ad.

ADWEEK CREATIVITY The ESTADÃO EXAME veja The Drum reddit Medium AdAge TAXI designboom terra YAHOO! InfoMoney UOL BRANSTORMY pfs PCWorld People campaign FLIPBOARD The Independent Publicista ISTOE OPOVO msn Dinheiro UpdateeDial tribuna de cobra PROPMARK Dailyonline Quora MediaPost melo@mensagem

Paid channel



The most popular food bloggers on YouTube making

- Rosanna Pansino – 12.4M. ...
- Binging with Babish – 7.5M. ...
- Epic Meal Time – 7M.

Indian Cooking Channel

- The Herbs And Spice Kingdom.
- Delhi Kitchen Diaries.
- Masters Of Herbs And Spice.
- Num At Taste.



Image advertising



Campaign overview

- I can say that Burger King is one of the well-established and fast-food restaurant chains which has the potential enough to enhance and innovate the operations of the business in the long run.
- They will always assist in enticing their customers in providing good products and services without breaking their trust.
- Even though they will work on introducing new segments and product mix to expand further in the market and keep healthier food products as compared to other competitors.

THANKING YOU