

Burger King Industry Brief



Brief set by
Burger King

**Turn the next generation
into flame-grill purists
with a big, bold
advertising idea**

Background

Burger King has stood for flame-grilling since 1954. Other chains cook their burgers on flattop grills (effectively frying the meat), but Burger King burgers are cooked over an open flame grill, searing in that great flavour.

Science fact: three out of four people prefer a flame-grilled burger. Why? Because beef + fire = magic. However – despite 63 years of telling everyone that it's the home of the flame-grilled Whopper – less than a third of 18-24 year olds know that every Burger King burger is grilled, not fried.

The Challenge

Your mission is to create an advertising campaign that drives home the single-minded proposition: **BECAUSE FIRE IS BETTER.**

Execute the “flame-grilling since 1954” message in a new, relevant way that makes younger, more cynical consumers want flame-grilled burgers, not fried. Get them to buy into, understand, and retain this message, and ultimately give Burger King another try.

Think big. Film, print, out of home, stunt... the touchpoints are up to you, but your campaign needs to get this younger audience talking about flame-grilling. If your idea feels like the stuff of a BuzzFeed headline, then you're on the right track.

Who is it For?

Your audience will be a tough nut to crack. 18-24 year olds:

- Don't watch much TV
- Are sceptical of marketing claims
- Don't visit Burger King restaurants as often as their parents
- Don't think Burger King's especially cool
- Seek experiences and brands that are real and authentic (they see fast food as fake)

What to Consider

- **Cut through the noise and get noticed**
A billboard in Piccadilly Circus might be impressive to an older audience, but it's old school to these guys. A big, splashy TV commercial that airs across the country might make the media agency happy, but will it show up in your

Facebook feed? Get made into a meme? Or written up in the New York Times? Come up with something that could get this kind of attention.

- **Research, research, research**

To nail your insight, you need to really understand your audience. And really understand what's great about the Burger King experience – so go, see for yourself.

- **No wall lowers**

Burger King is a brand with an edge. A bold, confident challenger. Forget forgettable, vanilla advertising, Burger King wants ideas that are big and scary. It's a brand that loves the raw and real, embraces the unscripted, and can make and take a self-deprecating joke (while it takes food seriously, it doesn't need to take itself seriously).

- **Go brave**

Take a look at some of Burger King's favourite campaigns – they'll help you understand the brand, and the kind of creative that can win this brief.

What's Essential

A campaign or activation concept across relevant channels. Must feature Burger King product (hero the Whopper) and land the key point of differentiation: Burger King is the home and expert of flame-grilling.