

# Advertising Creative Brief

February 2022 | Burger King - Be Your Own Burger King



## WHAT IS THE BUSINESS OBJECTIVE?

To gain consumer trust and allow for the dining/ordering experience to be one of a kind/unique to Burger King. We want consumers to be their own "Burger King."

## HOW CAN ADVERTISING HELP ACCOMPLISH THIS OBJECTIVE?

Many fast-food restaurants are beginning to offer more customizable/unique burger and sandwich options. Burger King is one of the few restaurants that has yet to step up to the plate. Instead of focusing on a total rebrand, Burger King should focus on keeping up with competitors such as Five Guys and McDonald's. *Eat This, Not That* an online dietary magazine says that fewer and fewer consumers are visiting Burger King. Statista noted Burger King's decline in revenue back in 2018 and 2019. Though Burger King has an Impossible Burger option, it is not advertised enough/not enough consumers know about it. Burger King does have the *Your Way Menu* but it is weak, outdated, and does not compare well to its competitors. This campaign is meant to update the *Your Way Menu* into a more unique approach adding more items to the menu and more ways for consumers to customize their burger/sandwich. The goal is to gain more public attention about Burger King, their reasonable prices, and freedom to create their food however they want because who doesn't want to make a chicken nugget burger for only \$5?

## WHO ARE THE TARGET CONSUMERS?

1. Fast-food junkies who are looking to customize their burger options.
  - a. Age: 25-35
2. Young adults who are looking for unique late-night food options.

#### a. Age: 16-23

There are many fast-food restaurants in America. The two that come to everyone's mind first are McDonald's and Burger King, the two long-time enemies. Burger King has the upper hand when it comes to prices. Because this campaign is catered more-so to young adults, cheaper is better. Young adults are already scrambling enough money together to live and the last thing they should have to worry about is spending upwards of \$7 on a fast-food burger. They also want more variety, if possible, when spending less money. By including a new BYOB section on the menu, customers will still be able to create whatever burger they want without having to worry about the price.

### WHAT DO WE WANT THEM TO KNOW ABOUT US?

Burger King has been a fast-food staple since 1954. It is the second-largest fast-food burger chain globally. For more than 60 years, Burger King has provided customers with high-quality ingredients and service, family-friendly dining, and signature recipes. All of which are key in exemplifying the BK brand. Recently, Burger King rebranded to present themselves in a simpler light, back in less processed times, and committing to fresher, clean ingredients. Many creators and graphic designers on Tik Tok called the rebrand one of the best in 2021. Burger King also hinted at opening up the kitchen to show off the boiler to gain consumer trust. Imagine ordering your "dream burger" and being able to watch it being made right before your eyes. That is trust. We want consumers to know that Burger King is still committed to all these factors while coming up with new, exciting, and unique ways to exemplify the dining experience.

### WHY WILL THEY BELIEVE THIS IS TRUE?

Burger King already has the upper hand being the second-largest fast-food burger chain and in the top 10 for fast-food chains in America. There is already some level of trust built because of those rankings. Burger King offers a loyalty

program where regular customers can earn deals and points towards their next meal. The *Be Your Own Burger King* campaign can be offered exclusively to loyalty members first and spread organically through WOM. This way not only is Burger King getting more customers, but they are also retaining them and getting the word out about their loyalty program as well.

## WHO IS OUR COMPETITION?

### 1. Mcdonald's

On January 31st, 2022, Mcdonald's launched a new campaign called *Menu Hacks*. *Menu Hacks* allows customers to choose from a variety of fun, flavor-filled unique burgers. The new submenu includes four popular "underground" sandwiches. Insider calls the campaign, "a brilliant continuation of its pandemic-era strategy" because it requires no new ingredients or employee training. However, McDonald's still asks customers to assemble to "hack" themselves.

### 2. Five Guys

Mashed, a website dedicated to food, ranks Five Guys at number two for best fast-food hamburgers. Five Guys' menu is plain & simple. You start by ordering what size burger you want, followed by as many toppings you want under their free category. Due to how the menu is organized, customers are easily able to build their burgers however they want.

### 3. Steak and Shake

Steak and Shake has a variety of different burgers to choose from. Though it's not a "hack" like Mcdonald's is or customizable like Five Guys' they still offer a few unique burger selections. The restaurant offers burgers that no other fast-food restaurant has making them one of the more unique competitors. Steak and Shake also offer some of their special burgers in their *4 for \$4 menu*.



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## Coffee Cocktails



# AGENDA

Coffee Cocktails

1. ABOUT US
2. CREATIVE BRIEF
3. CONSUMER & COMPETITOR ANALYSIS
4. PRINT AD CONCEPTS
5. SOCIAL MEDIA AD CONCEPT
6. NON-TRADITIONAL AD CONCEPT
7. WRAP UP

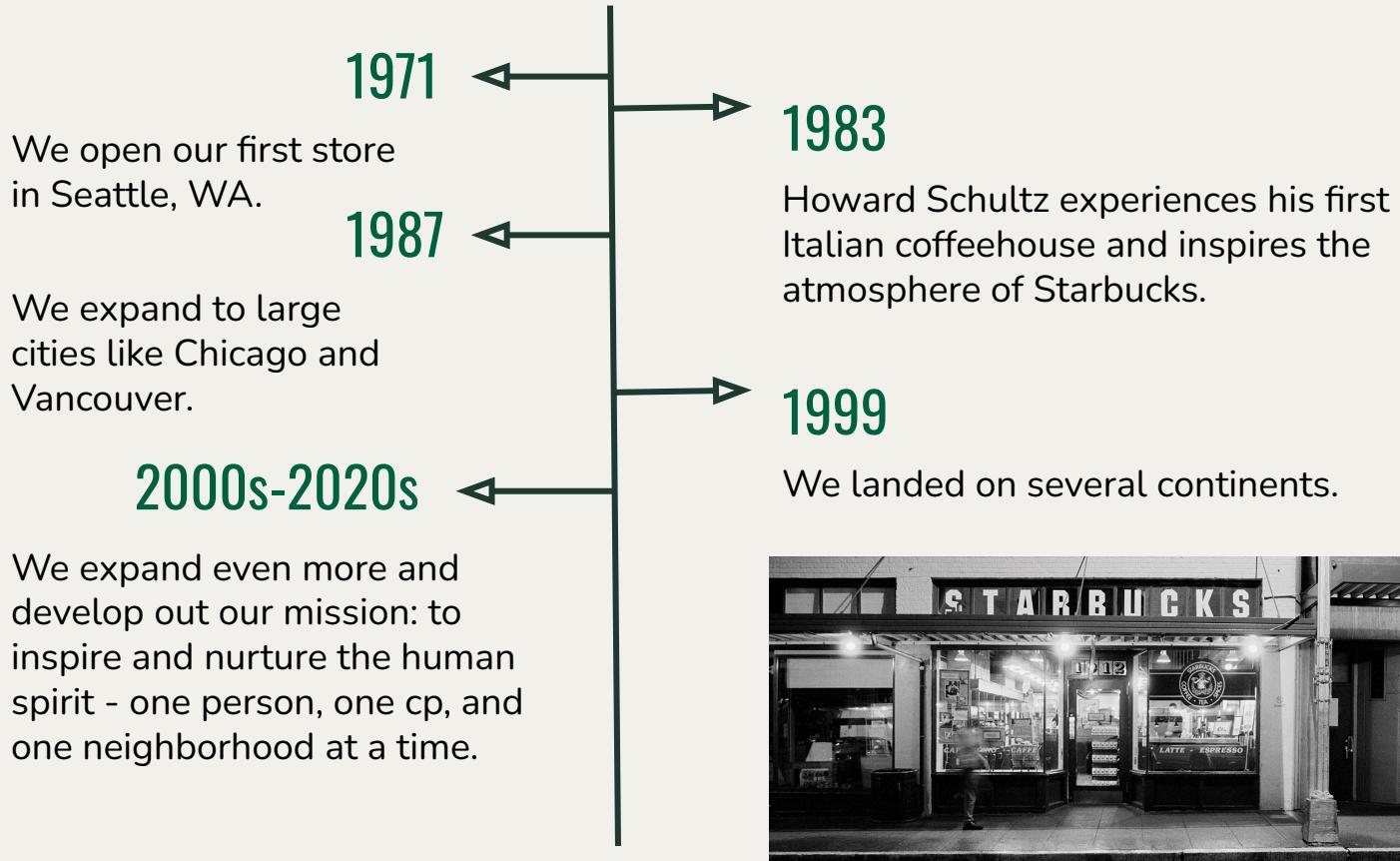
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# ABOUT US



# OUR HISTORY



# OUR MISSION

“To inspire and nurture the human spirit - one person, one cup, and one neighborhood at a time.”

INTRODUCING  
COFFEE COCKTAILS

# WHAT ARE STARBUCKS COFFEE COCKTAILS?

1. Blend of unique Starbucks flavors using alcohol/recipes from local bars within the area
  - a. Mutually beneficial



2. Uniquely sold at only Starbucks Reserve locations
  - a. Seattle, WA
  - b. New York, NY
  - c. Chicago, IL



# OVERALL STRATEGY

1

Concentrate our campaign within urban areas.

2

Develop out two print ads, one social media ad, and one non-traditional ad.

3

Raise awareness of Coffee Cocktails through our ads, rewards/app, and WOM focusing on our organic/shared means of content.



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# CREATIVE BRIEF



# OBJECTIVE

By adding a Coffee Cocktail sector exclusively to our Reserve stores/locations, we will be able to provide our customers with an even more unique experience while working with local breweries/bars. We will also increase awareness of our Reserve locations as well as our rewards program.

## ACCOMPLISHING THE OBJECTIVE

1. Transit ads
2. Signage
3. Shared & organic content
  - a. Social Media



# TARGET MARKETS

1

Regular Starbucks customers over the age of 21, living in an urban area, who are looking for more of a nightlife scene.

2

Higher-income older couples (Gen X), commuting to and from an urban area, looking for a younger or more hip place to dine/drink after work.



# WHAT WE WANT THEM TO KNOW

Starbucks can mix and match new and interesting combinations of classic flavors, superimposing a youthful and trendy impression on the existing brand image. The unique taste can be the deliciousness of Starbucks' coffee cocktails.

## WHY THEY WILL BELIEVE THIS IS TRUE

- Most Starbucks consumers are dedicated to trying new beverages we come out with.
- There is not much we are changing besides infusing alcohol with local breweries.
- Locals can enjoy certain Starbucks drinks they love while also supporting the bars they enjoy hanging out at.
- Starbucks Reserve stores are unique in that they are known to push the boundaries of regular coffee to come up with unique flavors.



# CONSUMER & COMPETITOR ANALYSIS

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# CONSUMER RESEARCH

Regular Starbucks customers over the age of 21, living in an urban area, who are looking for more of a nightlife scene.

- Have more free time and spend it on nights out
- Largest group to attend bars/nightclubs  
(22.9%)
- Majority who live in urban areas are over 21
- Largest Starbucks age group demographic



# CONSUMER RESEARCH

**Higher-income older couples (Gen X), commuting to and from an urban area, looking for a younger or more hip place to dine/drink after work.**

- Highest income = more money spent at Starbucks
- Second largest group to attend bars (17.4%)
- Place of work is in urban areas



# COMPETITION



COFFEE

- Biggest competition
- Lower prices
- Concentrated on the East Coast
- Fast-food atmosphere



BEER BRAND

- ABV 5%
- Only sold in iced coffee vanilla flavor
- Found in local stores
- ~\$9.99/4pk



GUINNESS

BREWERY

- ABV: 4%
- Only sold in nitro cold brew (caramel and chocolate)
- Found in local stores
- ~\$7.98/4pk

# HOW WE STAND OUT

1. Offer a relaxing/luxurious atmosphere
2. Locations are coast to coast (& international)
3. Mutually beneficial (working with local bars)
4. Exclusively offered at Reserve locations
5. Variety of flavors and concoctions
6. Higher ABV drinks



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# PRINT AD CONCEPTS



# CONCEPT 1: TRANSIT AD

## ADD SOME KICK

## KICK KICK KICK



Cold Brew Cocktail  
GRANDE 6.50 | 200 CAL



Espresso Martini  
GRANDE 6.50 | 200 CAL

Discover our new Coffee Cocktails. Only at Starbucks Reserve locations.



CTA

1. Located in buses & on top of taxicabs
  - a. Number one forms of public transport
2. Location, location, location
  - a. 70% of people who use public transportation living in urban areas
3. Cannot “scroll” past

# CONCEPT 2: SIGNAGE

**MIX IT UP  
WITH A  
COFFEE COCKTAIL**

Whipped Coffee Cocktail  
GRANDE 6.50 | 2000 CAL

Enjoy a Coffee Cocktail at Starbucks Reserve locations.

CTA

A vertical rectangular graphic with a dark green top half and a light green bottom half. On the left, white text reads "MIX IT UP WITH A COFFEE COCKTAIL". In the center is a glass filled with a layered coffee cocktail. On the right, below the glass, is the text "Whipped Coffee Cocktail GRANDE 6.50 | 2000 CAL". At the bottom left, it says "Enjoy a Coffee Cocktail at Starbucks Reserve locations.". A small Starbucks logo is at the bottom center. A horizontal line with the letters "CTA" extends from the bottom right towards the text at the bottom left.

1. Found outside/inside Starbucks Reserve stores
2. Common for Starbucks to use signage for new products
3. Cannot “scroll” past
4. Idea of a Coffee Cocktail fresh in minds

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# SOCIAL MEDIA AD CONCEPT



# CONCEPT: INSTAGRAM STORY



1. Good way to increase engagement and announce new products
2. More interest in brands occur after people see stories about them
3. Question sticker:
  - a. Get insights
  - b. Pros & Cons
4. Great form of shared content
5. 30.5% of IG users are 25-35 yrs.
  - a. One of the target markets fits this demographic

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# NON-TRADITIONAL AD CONCEPT



# CONCEPT: SURVEY/REWARDS



A green rectangular banner with white text and graphics. At the top right is a gold starburst icon with three smaller stars above it. Below that is the text "Bottoms Up!". To the left of the text is a graphic of three white stars of increasing size from left to right. In the center, there is a large QR code. Below the QR code is the text "Scan me for a refreshing reward!". At the bottom right is the "STARBUCKS REWARDS™" logo.

Bottoms Up!

Scan the QR code below to vote on your favorite Coffee Cocktail and earn 15% off your next order.

Must be 21 years or older to participate.

Scan me for a refreshing reward!

STARBUCKS  
REWARDS™

1. Get at customers when they are most susceptible
2. Loyalty program
3. Featured in front of cash registers
  - a. Asked to scan by employees
4. Interactive
5. Increase awareness of Starbucks Rewards & Coffee Cocktails

CTA

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WRAP  
UP



# THE BENEFITS

1. Mutually beneficial
2. Raise awareness of Starbucks Reserve and Rewards
3. Development of two print ads, one social media ad, and one non-traditional ad
4. Focuses on organic and paid content
5. No new coffee made, just added hard liquor
  - a. = not much money spent



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Thank you!

