



## Written branding critique:

- When looking on the company website and exploring menu options, it looks bland and unappealing with a primarily dark brown and eggshell white color scheme (the color scheme doesn't feel vibrant, it feels old and dated)
- Burger king logo: A simple burger and patty shape with the words "Burger King" in the middle (consists of orange buns and a dark orange/red letter color - the logo informs me as a consumer that it is representing a burger restaurant, but where is the 'King' aspect of the logo? Also it has a modern aesthetic to it being a simple logo, but not much is shown about innovation or experimentation within the logo)
- Burger king puts the logo itself on the take out bags, cups, and burger wrappers, besides the logo, the packaging is relatively simple, boring, and straightforward (similar complaint to logo design)

## Target demographic and existing story:

**Burger King's story (from company website):**  
 "GREAT FOOD COMES FIRST Every day, more than 11 million guests visit BURGER KING® restaurants around the world. And they do so because our restaurants are known for serving high-quality, great-tasting, and affordable food. Founded in 1954, BURGER KING® is the second largest fast food hamburger chain in the world. The original HOME OF THE WHOPPER®, our commitment to premium ingredients, signature recipes, and family-friendly dining experiences is what has defined our brand for more than 50 successful years."

**Target demographic:** It's target audience primarily consists of young adults, where it attempts to appeal to them and stay relevant through a use of pop culture within it's advertising (ie. limited time promotions such as the "spider-verse whopper"). In addition to this, it isn't afraid to try and be experimental with it's limited time offers with their target audience typically being open to new innovations (ie. limited time ketchup chip or ghost pepper nuggets menu items).



# Competitor strengths and weaknesses (McDonalds):

## Competitor strengths:

- Consists of the main colors yellow and red, colors complement each other well and are reminiscent of two popular burger ingredients, cheese and ketchup (or ketchup and mustard). Invokes a sense of hunger in the viewer, while feeling vibrant, energetic, and positive
- McDonalds is primarily known for its fries and Big Mac burger, they are the two iconic menu items and have remained that way throughout McDonald's business life
- Slogan: "I'm lovin' it", short and sweet, additionally may evoke an emotional connection within some viewers
- McDonalds always has interesting and unique packaging designs that often change depending on the occasion.

## Competitor Weaknesses:

- McDonalds doesn't nearly have as much of an innovative approach as Burger King, though they have seasonal menu items (it is much less frequent and on a smaller scale)
- Their slogan "I'm lovin' it!", doesn't directly relate to the experience of eating food, just a statement of enjoyment which makes it slightly vague
- Their food is widely seen as being incredibly unhealthy as a fast food burger company
- McDonalds doesn't advertise a interesting way of cooking their burgers, Burger King flamegrills theirs

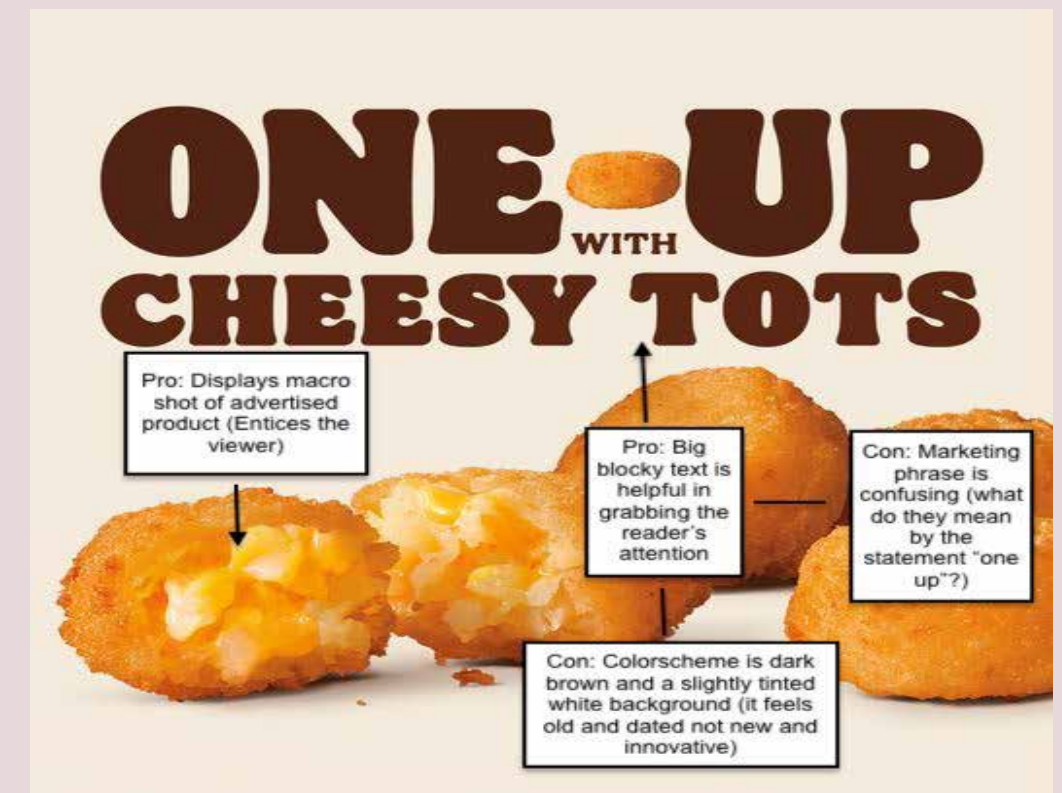
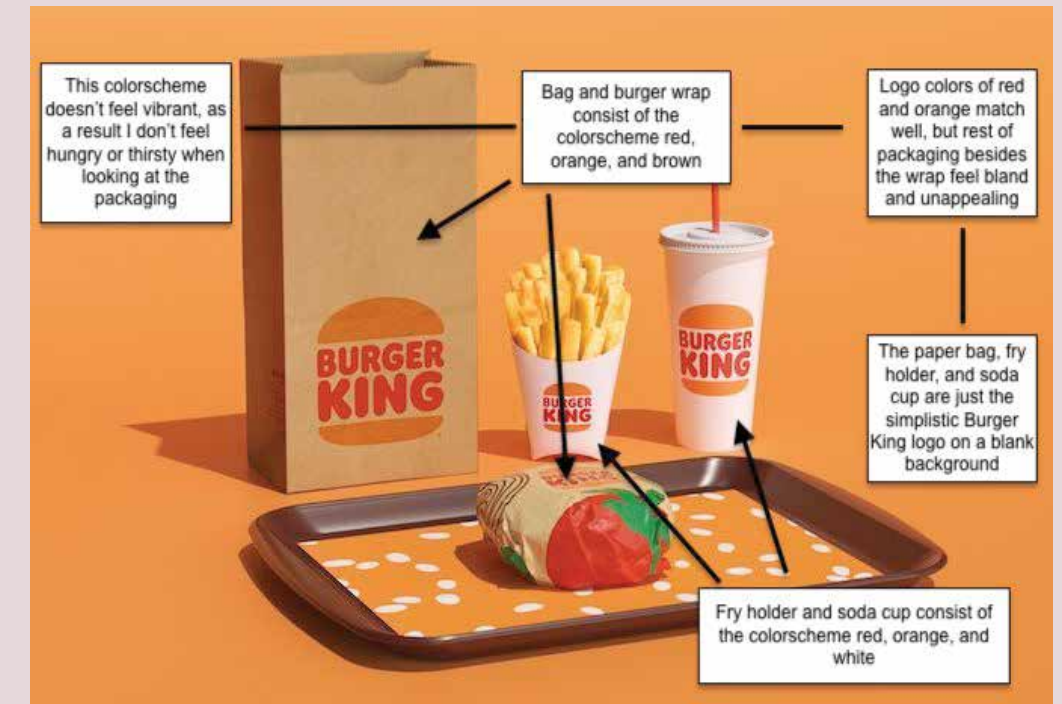


(The bags, fry holders, drink cups all contain a variety of eye-catching images and descriptions as well as the iconic yellow M logo. It makes me excited as a consumer to tear into my meal - This packaging was used throughout the 2000s)



(Interesting and eye catching font design on the soda cups and bags, has a clean modern aesthetic that still feels colorful and intriguing - Post 2016 packaging)

# Markup of Burger King pain points and design flaws:



## Rebranding strategy (The Big Idea):

To be the most fresh and innovative fast food burger brand on the market.

## Company slogan:

"Pushing The Limit"

## Rebranding key words:

Modern, experimental, pop culture, innovation, simplistic, bright, vibrant, trendy, fresh, young adults

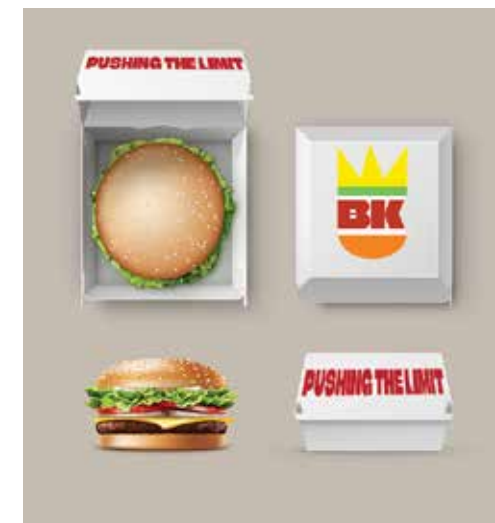
Company colors: Red, orange, yellow, green



## Our story:

As a company, Burger King goes way back to the 1950's in Miami, Florida. With time, consumer tastes evolved with culture in order to shape the way modern society exists today. While we still use our traditional flame broiled method to cook our burgers to perfection, we are constantly experimenting with new innovations and twists on our classic menu items to give you a flavourful experience you won't soon forget or find anywhere else. Are you always craving more and want to try something new? We got you covered at Burger King!

## Product packaging mockups:





## Logo design rationale:

The current Burger King logo suffers from looking bland, unappealing, and generic, solely using the colors red and orange which doesn't give me the desire to eat their food. It also lacked the 'King' aspect of their brand name. This new logo not only uses the logo's original colors red and orange, but it also adds the colors yellow and green to give it a bit more a vibrant and flavourful feel to it. When combining the colors orange, red, yellow, and green, it allows you to envision the traditional toppings and condiments of a burger (the bun, ketchup, lettuce, and cheese/mustard). On top of that, I decided to give the logo a clean and modern geometric aesthetic, while simplifying the entire name in the logo to just the initials 'BK'. The shortening of the name and it being made up of simple shapes makes the logo easier to quickly glance at and digest. The modern look to it also gives its audience the impression that they are a trendy and innovative company that aren't afraid to take risks in their business.

Visual identity: Modern, charming, geometric,



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## Potential typography styles:

**The quick  
brown fox  
jumps over the  
lazy dog**

Climate Crisis Variable

**Realigned  
equestrian fez  
bewilders picky  
monarch**

Dynapuff variable

The quick brown  
fox jumps over the  
lazy dog

Tourney Variable

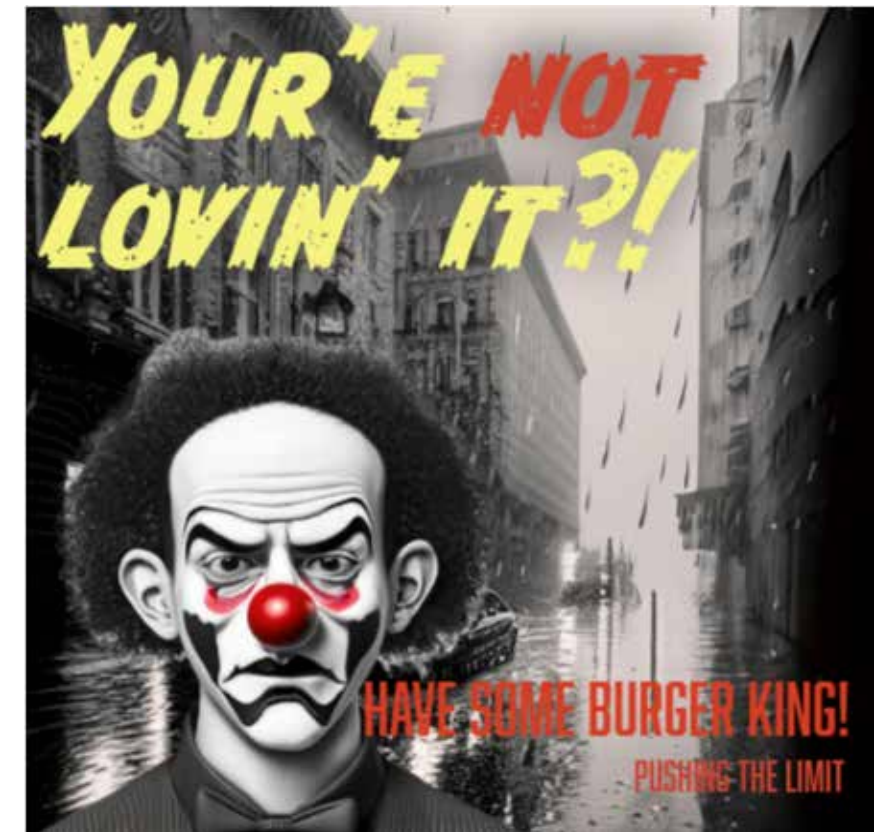
## Instagram branding posts:



(This advert uses a macro shot of a burger combined with the phrase "Everyday is a chance to try more Burger King". Simple and straight to the point, while tempting the target audience to go to Burger King more often by drawing them in with a close up picture of the product.)



(This advert incorporates meta humour in order to appeal to the target demographic. While the advert itself is a social media post, with a sense of irony it informs young adults that going to Burger King would satisfy them more than looking at posts such as that one. )



(In this advert, Burger King is challenging social norms by directly taking a jab at their biggest competitor (McDonalds). It incorporates a disappointed looking clown - making fun of their mascot "Ronald McDonald" while also incorporating their slogan "I'm lovin' it" with the company colors. )