

Verbal Identity

They say you should always think of brands like people, and so if that's true, then what we say and how we say it is as important in shaping how people think of us as what we do and how we look.

So think of this as a guide that helps us maintain a consistent voice everywhere we speak: from social media to merchandising to communications.

Verbal Identity

Of course, it is just that: a guide — not a long list of rules. Because, like people, we know that we'll need to flex our voice a little for different situations: a little wittier here, a little more direct there. And so we hope this arms you with just the right amount of information to go off into the world and be truly, authentically BK®, wherever that may be.

Characteristics

From our Design Principles, our Tone of Voice is born.

These four characteristics define how we talk, wherever we are, with the degree to which they do so changing based on platform and audience.

- 1. Enthusiastic
- 2. Confident
- 3. Witty
- 4. Approachable

1. Enthusiastic

We unashamedly revel in our food and its deliciousness with bold, upbeat adjectives that describe the taste, look and texture.

We can be energetic but **not** manic
We can be excited but **not** naïve
We can be spirited but **not** childish

Examples:

Do
Ooey gooey melty cheese
We sound excited.

Don't
Cheese!!! Cheese!!! Cheese!!!
Now we sound a little unhinged.

Do
Tastier. Juicier. Flame-licked.
Celebrating what makes us better than others with spirit and attitude.

Don't
The delicious Whopper®.
This is boring and doesn't revel in ingredients or taste.

Do
Piping hot and golden brown.
Takes pleasure in closely describing an everyday item, like a French Fry.

Don't
Tots that are hots.
This is a little too juvenile and cheesy.

2. Confident

We are Burger King®, Home of the Whopper®. Flame-grilled since 1954 and damn proud of it. We do not hide behind the status quo- we are bold and unafraid.

We can be bold but **not** flashy
We can be proud but **not** vain
We can be challenging but **not** in-your-face

Examples:

Do
Have It Your Way®

Celebrates the confidence of Burger King and our customers.

Don't
The King reigns supreme
Nice, but a little too showy, don't you think?

Do
Home of the Whopper®
A claim of which we are forever proud.

Don't
The best burger on the planet
True though this is, we sound a bit too full ourselves just saying it like that

Do
Eat Loud
Go ahead - eat it however you like it

Don't
Don't mess with the Whopper® or else!
OK ok, we are not looking to start a fight with our customers here

3. Witty

We’re smart and quick. We poke a little fun at ourselves and others. We know what’s going on in culture and reference it without seeming too try-hard.

We can be sarcastic but **not** cruel
We can be ironic but **not** jaded
We can be smart but **not** highbrow

Examples:

Do
“Explains a lot”

Our famous reply to a famous guy

Don’t
“That explains why you’re so dumb”

If we’d been this rude and cruel, we would have looked like the dumb ones—being respectful is key

Do
Social distance with your friends, but not our food

An ironic nod to the times we’re living

Don’t
Please follow all state safety regulations when picking up food. Thank you very much.

We can’t wait for 2020 to be over, but we should be a positive force, not a negative one

Do
The only burger that plays with fire and never gets burned.

A smart riddle-like phrase that only BK® can say.

Don’t
Our burgers rise from the flames, as the Phoenix once did in ancient times

Dude, we sell burgers, not ancient Greek literature

4. Approachable

We’re comfortable in our skin and talk to people at eye level, keeping the language simple, conversational and authentic. What you see is what you get: our ingredients are real and so are we.

We are clear, **not** terse
We are real, **not** pretentious
We are friendly, **not** false

Examples:

Do
Order in with pickup or free delivery!

Clear and to the point

Don’t
Orders available for pickup or delivery only

Same information but you sound like someone’s teacher

Do
Flame-grilled beef and fresh-cut tomatoes

Talking like a real person would

Don’t
Made with premium hand-cooked beef and sun-kissed, fresh-from-the-ground tomatoes

Talking like someone who works in marketing (sorry marketing folks!)

Do
Come on in!

A simple, friendly way to greet our customers

Don’t
Come to the place where every Guest is treated like royalty

This goes too far - no one would believe this.

Verbal Inspiration Examples

The love for our food shines through in all we say, with the brand speaking to you with an easy, knowing familiarity of an old friend, rather than a large corporation.

Here is a taster of examples where we focus messaging on anything from our fresh ingredients to flame-grilling and more.

These examples are not taglines but messages and claims.

Talk About Ingredients

- Sliced 24/7
- Sliced seven days a week
- Sliced today. Gone today.
- Sliced on the daily
- Sliced to serve
- Freshly sliced in our kitchen
- Onions on deck
- Freshly cut with the tears to prove it
- That crunch
- Crunch, crunch, crunch
- Crunchy. Leafy. Freshest.
- Crispy and leafy
- Stay lush
- Melty gooey cheese
- So damn cheesy!
- Ooozy and melty
- Magic between buns
- Real buns taste better
- No secrets in our sauce
- Burger Support Squad

100% Real

- Real Deal
- Flavor that’s for real
- Taste what’s real
- The real taste
- 100% Real. 100% Melty. 100% Delicious.
- Not faking it

Talk About Product

- The one. The only.
- All other burgers bow down
- 100% Flame-seared, Big Time
- Double the Whopper®. Double the hands.
- Clean, green, burger-topping machine
- Fries by the fistful
- Golden Treasure
- Salted to perfection
- Juicy and delicious

- Juicy
- Cheesy
- Melty
- Sizzling
- Seared
- Tasty
- Mouthwatering
- Oozing with flavor
- Goddamn it’s good
- This is what a 5-star review tastes like

Fire is Better

- Tastier. Juicier. Flame-licked.
- Flavor Flame-Grilled
- Flaming Hot!
- Made with flames
- Fired on the spot
- Flame-broiled to order

Verbal Inspiration Examples Cont.

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Editorial / Lifestyle

- Eat loud
- Unwrap and Open Wide
- Two Hands
- Dive in with both hands
- Handfuls and Mouthfuls
- Thank your mouth
- Handle with flavor
- For You and Yours
- Moment of truth
- That first bite has everything you want
- Inappropriately good
- Hello, mouth.
- Burning for you
- Designed to be devoured
- Bring napkins. Get messy.
- You’ll need napkins
- Mmmmm juicy
- Lip-smacking
- Suck it up
- Guilty Pleasure
- Long live the king

Your Way

- Have It Your Way®
- Your Order Your Way
- Just How You Like It
- Bigger Better Burger King