

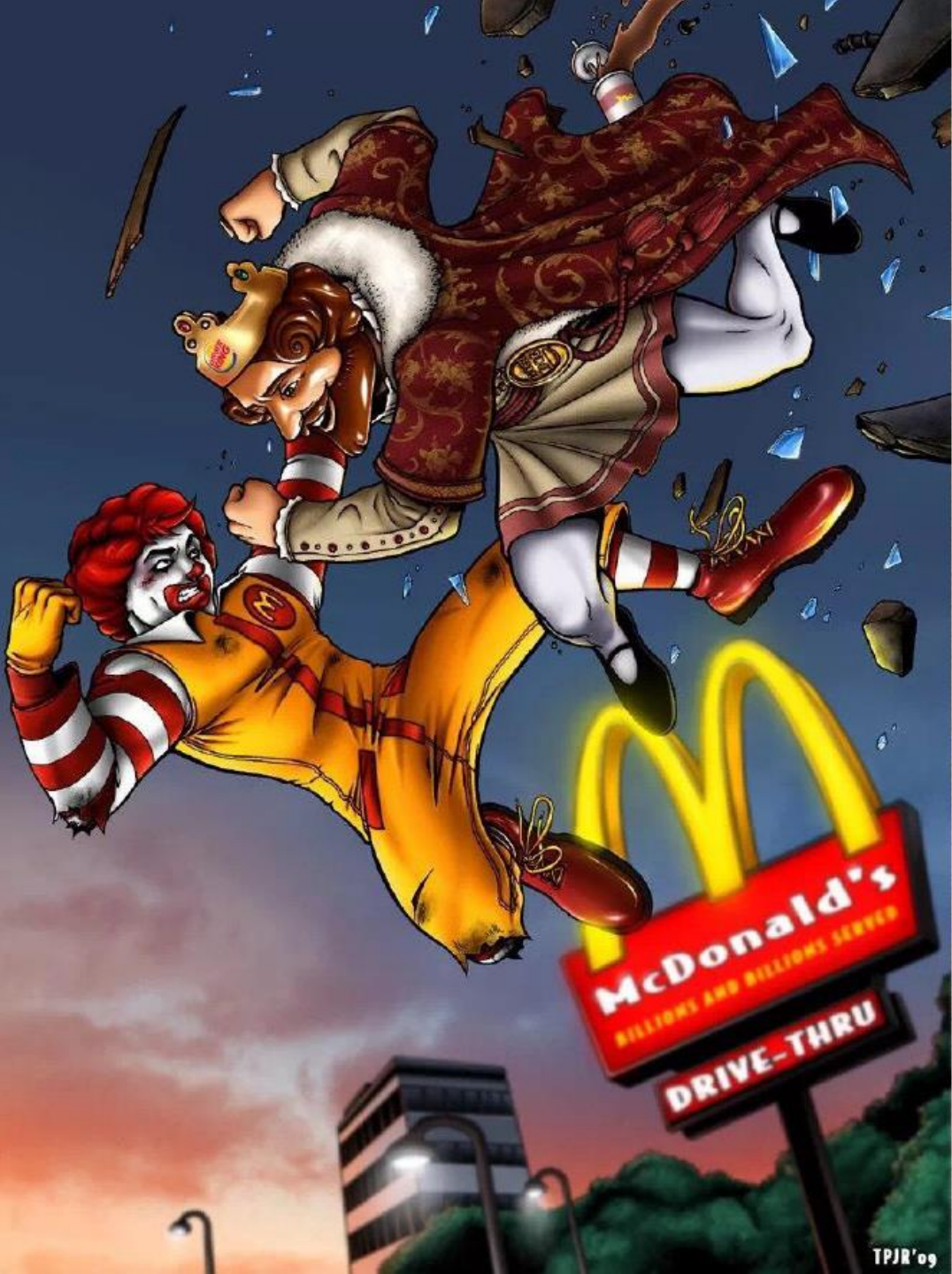


Whoppers & creativity:

**How to win in a hyper competitive market
using cross channel communication**

Iwo Zakowski

PRAGUE MAY 2018



**A Low loyalty category
where
Burger King® is the
challenger on a "budget"**



**“ AUTHENTICITY OF
FOOD
AND
PEOPLE ”**



FLAME-GRILLED
BURGERS



**DIFFERENTIATED PRODUCTS THAT
ATTRACT LIKE MINDED PEOPLE**

WE INVITE EVERYONE!



YOU PROBABLY HEARD ABOUT THE ROYAL WEDDING..



And that not everyone in the family got invited..

BUT AT BK ALSO THEY WERE INVITED



Caption: Meghan Markles family. Aunty Theresa and Cousin Nick leaving Burger King in Sanford Florida an hour after the Royal wedding. Provider: Mark Sims for DailyMail.com

Read more: <https://metro.co.uk/2018/05/20/meghan-markles-uninvited-family-celebrate-royal-wedding-wearing-crowns-burger-king-7562825/?ito=cbshare>

Twitter: <https://twitter.com/MetroUK> | Facebook: <https://www.facebook.com/MetroUK/>

WE FLAME-GRILL OUR BURGERS





WE ARE OBSESSED WITH FIRE

**FLAME
GRILLED
SINCE 1954**



Oregon, United States – July 9, 2016
Photo courtesy of Mark Ylen, Albany Democrat-Herald

EVEN EMPLOYER BRANDING

LOVE FIRE? CONTACT US.
BK-CAREERS.COM

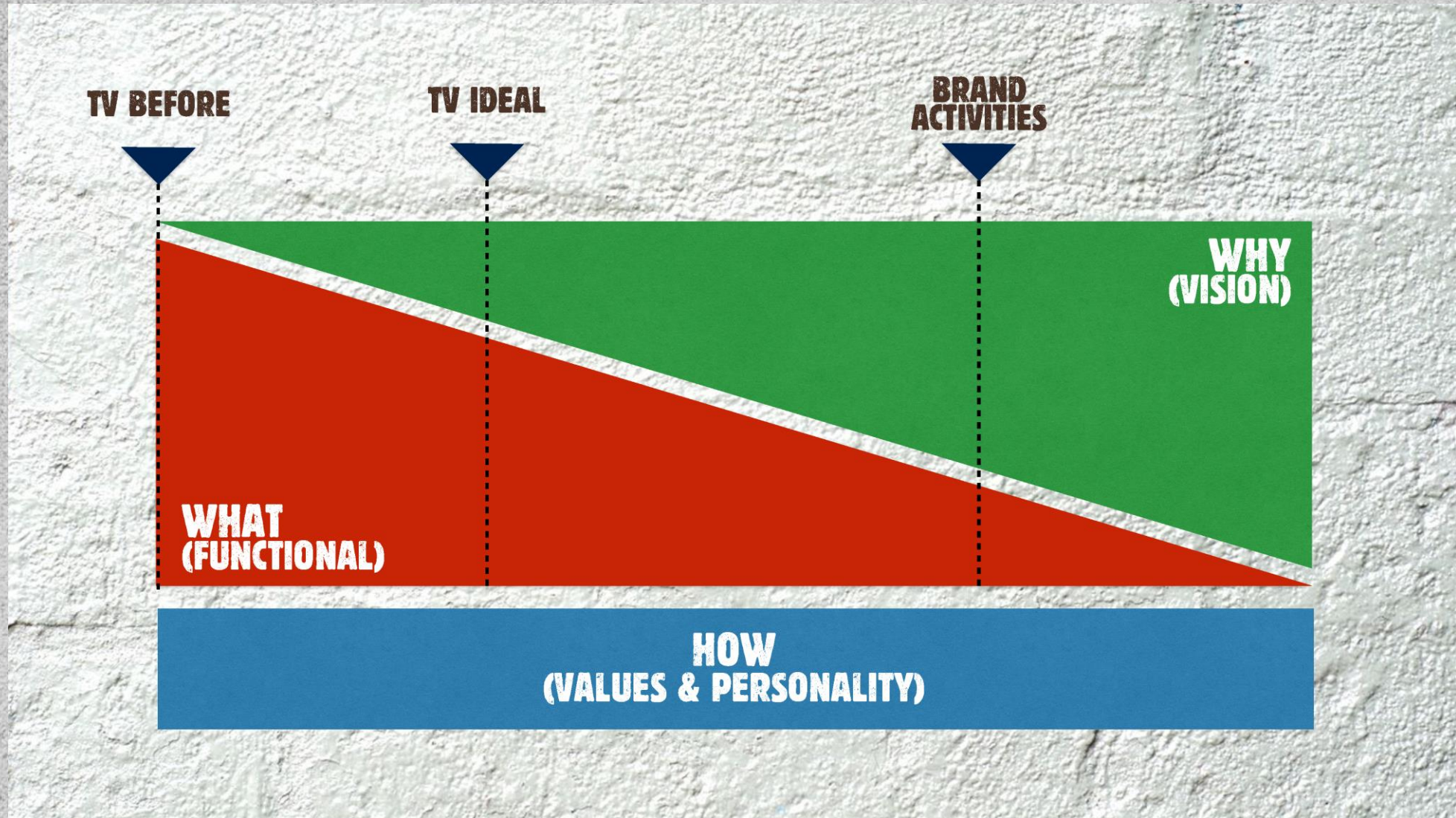
FLAME GRILLING SINCE 1954



Fire is excellent for cooking tasty food, but please let the professionals handle it.



FIRE. YEAH. COOL. BUT WHAT ABOUT BRAND PURPOSE?







5 AREAS THAT TRIGGER TALKABILITY AND BRAND LOVE

BRAND PURPOSE

Show that we welcome everyone and encourage people to be their way.



SHOWCASE WHOPPER LOVE

Feed the iconic nature of our most beloved product (and brand).



POPULAR CULTURE

Tactical opportunities to insert the brand into popular culture (focus on values & personality).



FUNCTIONAL CREDENTIALS

Bring to life functional attributes in a cool and unexpected way.



PRODUCT MANIA

Product/ promo comms which play with brand fans imagination.





WHY BRAND PURPOSE?

**MORE THAN 50% OF OUR
BUSINESS
COMES FROM MILLENNIALS***



WHAT DOES THAT HAVE TO DO WITH WHOPPERS???

Mc WHOPP=ER

ONE DAY - ONE BURGER
09.21.15



PEACE
ONE DAY



BURGERKING.COM



THE PROMO TURNED DOWN BY MCDONALD'S, ACTIVATED BY THE WORLD

In 2015, Burger King did the unthinkable - they promoted a mash-up of their signature sandwich with that of their main competitor, all in the name of peace. BK published an open letter proposing a 'burger war' ceasefire with longstanding rival McDonald's, suggesting the two restaurants form a symbolic coalition to create 'The McWhopper', to be served for one day only - Peace Day, 2015. The letter invited McDonald's to re-whopper-ize - a basket of shareable content including a one-by-one burger build kit.

The promotion was met by frenzied public support, so McDonald's it was widespread criticism when they turned down the offer. Inspired by BK's online Burger Build Kit, tens of thousands of people took matters into their own hands by activating an 18-year-old McWhopper, creating and sharing their own social and mainstream media. Simultaneously, four other rival restaurants raised their hands for peace and together with BK created the historic 'Peace Day Burger', a symbolic mash-up available at a one-up for one day only - Peace Day, 2015.



"IF MCDONALD'S WON'T CREATE THE McWHOPPER, WE WILL" *Wichita*

"SO WHAT DOES A McWHOPPER TASTE LIKE? WORLD PEACE!" *Buckeye*

"PERFECT GLOBE-TROTTER MARKETING" *Shoreline*

"WORKS IN SO MANY LEVELS I CAN HARDLY STAND IT" *Dallas*

"PEOPLE NOT REALLY EXCITED FOR A PRODUCT THAT DOES NOT ACTUALLY EXIST - A TRULY EMOTIONAL POST" *MI IN-VA*

"EVERYBODY WAS SAYING ABOUT THIS BUNNY" *MI IN-VA*

"A BUNNY PEAS-UP MADE IN DENVER'S HONOR" *MI IN-VA*

8.9 BILLION MEDIA IMPRESSIONS

+40% INCREASE IN PEACE DAY ENGAGEMENT

\$138m SPONSORED MEDIA

+25% INCREASE IN BUNNY KING POSITIVE CONVERSATION

TRENDED ON TWITTER AND FACEBOOK WORLDWIDE

10,000+ USER GENERATED BY NEWSPAPER FEATURE SHOTS





THE PROUD WHOPPER®

How a burger made the world talk about acceptance and equal rights.

In 2014, Burger King introduced the Proud Whopper, a burger wrapped with the colors of the rainbow. People flocked Burger King to find out what was so different about this Whopper. But when they opened the wrapper, they found the same Whopper they've always loved. The message on the wrapper explained everything: "we are all the same inside."

A film about the launch helped make our rainbow colored wrapper a true icon, spreading our core message throughout social media and mass media publications.

In the end, the Proud Whopper became more than a hamburger. It became a proclamation of equality.



Watch the video at: goo.gl/uFyuOG



The Proud Whopper took over social media and mass media publications:



Results after just one week:
+ 7 million views
+ 1.1 billion impressions
+ \$21 million in earned media

"A powerful film in support of equality."
THE HUFFINGTON POST

"A campaign that can change minds and hearts at the deepest level."

USA TODAY

"A bold stance on the issue."
THE WALL STREET JOURNAL

"Connects with people in a meaningful way."
The New York Times

Wrappers were sold for up to US\$ 1,000.

ebay



1.3 million views
+ 57,000 fans
#1 trending topic
facebook

1 million views
+ 14,000 fans
#1 trending topic
twitter

5.2 million views
87% likes
YouTube

Over 400,000
blog mentions



OK.. That makes sense.



**BUT HOW DO I
FIRESTART A GREAT IDEA?**



FLAME GRILLING SINCE 1954





STEPS FOR SPREADING THE IDEA

- 1. Building the framework (creative idea)**
- 2. Perfecting the execution**
- 3. Understanding triggers to connect to traffic/business**
- 4. Finding partners, influencers KOLs, NGOs**
- 5. Buying (traditional) media to ensure spread**
- 6. Don't forget to measure it all**



Wrapping up



- 1. Define your brand positioning & embrace it**
- 2. Align expectations internally & with partners**
- 3. Amplification across touchpoints matter**
- 4. be prepared to be noticed & sit tight**
- 5. Be nimble, ensure you can react fast**





**THANK
YOU.**