

## **2021 Young Ones Student Awards Burger King - 100% Real Ingredients**

### **The Back Story**

At Burger King, we believe that real food tastes better. That affordable meals should not only taste great but also include real, high-quality ingredients. For us, real ingredients means no colors, flavors, or preservatives from artificial sources. We know that being served wholesome, simple, and familiar ingredients is more important than ever to our guests; and this is why we've been on a journey to make it happen:

We flame grill our burgers, make them to order, use 100% beef (no fillers or preservatives), cut tomatoes and onions fresh every day, use crisp lettuce, real mayo and no artificial anything! As of Q3 2020 we have removed around 8,500 tons of artificial ingredients globally.

In Q3 of 2020, we reached a major milestone on our food quality journey. We announced that the Whopper® sandwich now features no colors, no flavors and no preservatives from artificial sources in the United States.

This brief is about what happens next: we are committed to removing all preservatives, colors and flavors from artificial sources from all the food we serve around the world and we're working hard to achieve this next milestone.

### **What's The Challenge?**

Develop an idea that communicates that 100% of Burger King menu is now 100% real (free of preservatives, colors and flavors from artificial sources) in a way that lands our most important belief: real food tastes better.

Your idea should help Burger King cut through the sea of sameness of claims and truly get guests to think differently about Burger Kings taste and quality

### **Who Are We Talking To?**

18-34 year olds who don't think Burger King is cool. They don't watch much TV, are skeptical of marketing claims, don't visit Burger King as often as their parents, and seek out real and

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450 W 31<sup>ST</sup> ST 6<sup>TH</sup> FL  
NEW YORK NY 10001



authentic experiences and brands (which they don't associate with the 'fake' world of fast food).

They expect restaurant they visit to offer food that only contains natural ingredients. They value brands that they can trust and their the brands values align with their own values.