

## **Young Ones Awards 2020**

### **Burger King**

#### **The Challenge**

Your mission is to come up with ideas that use digital coupons to delight and surprise our guests, differentiating the Burger King brand from its competitors and leaving the long lasting impression that **BURGER KING IS BETTHER THAN YOU THINK.**

#### **Background**

Technology is changing the way we serve our guests and the way we communicate with our fans. Recent campaigns like Traffic Jam Whopper, Whopper Detour and Burn That Add have leveraged creativity and technology to engage our fans in new ways, while advancing the digital transformation of our business through new functionalities such as delivery, mobile order and payment and – drum roll... digital coupons.

Yes, you heard it right. Coupons. Believe it or not, coupons are a fundamental part of doing marketing for Burger King. Not what you expected from a Burger King brief? Don't worry. There is fire at the end of the tunnel.

Today, however, Burger King spends more than \$50 million dollars printing paper coupons. It might sound like a lot, because it is, indeed, a lot of money. But the truth is that coupons are extremely effective when it comes to communicating offers to our guests and bringing people into our restaurants.

The digitalization of our business, however, means we finally have the opportunity to end paper coupons once and for all. Because delivering digital coupons through the Burger King app is a much better way to attract people to our stores. And it is also the perfect opportunity to produce outstanding advertising campaigns that can combine creative excellence and data to produce exponential business results.

Don't believe me? Well, check out Whopper Detour and Burn That Add, two of the most successful campaigns in Burger King's history. In essence, both of these award-winning ideas are about, you guessed it, coupons. When people drove to McDonald's to buy a Whopper for a penny, they did so by unlocking a geofenced coupon in the Burger King app. When guests in Brazil used AR to burn ads from the competition, what did they get in return? Coupons.

Transitioning from generic paper coupons to digital ones is a big deal for the king not only because of the creative opportunity it represents, but also because:

- The digitalization of coupons creates a positive impact to the environment by allowing the King to use less paper while also save some precious coins that he can then redirect to more interesting things (like producing your amazing digital coupon idea).
- In the age of big data and efficiency, digital coupons allow us to gather relevant information that dramatically improves the way we connect with our guests.
- Guests will get more unique and relevant offerings more often - updating a digital coupon in an app is way quicker than printing and distributing one nationwide.

In Summary, the only thing between Burger King and our next Best In Show idea might just be, you guessed it, a coupon. The King is counting on you!

### **What's Essential?**

An idea that recruits a new generation of Whopper Lovers through an exciting coupon experience, creating a meaningful connection between young guests and the Burger King brand and therefore proving we are better than they think we are.

### **Who is it For?**

Your audience will be a tough nut to crack. 18-24 year olds:

- Don't watch much TV
- Are skeptical of marketing claims
- Don't visit Burger King restaurants as often as their parents
- Don't think Burger King's especially cool
- Seek experiences and brands that are real and authentic (they see fast food as fake)

### **What to Consider**

Cut through the noise and get noticed. A billboard in Piccadilly Circus might be impressive to an older audience, but it's old school to these guys. A big, splashy TV commercial that airs across the country might make the media agency happy, but will it show up in your Facebook feed? Get made into a meme? Or written up in the New York Times? Come up with something that could get this kind of attention.

### **Research, Research, Research**

To nail your insight, you need to really understand your audience. And really understand what's great about the Burger King experience – see for yourself. Get a paper coupon, use it. Get a digital coupon compare the experience. Customize your order, have it your way. Eat it. Tastes good, no? Better than you expected?

### **No Wallflowers**

Burger King is a brand with an edge. A bold, confident challenger. Forget forgettable, vanilla advertising, Burger King wants ideas that are big and scary. It's a brand that loves the raw and real, embraces the unscripted, and can make and take a self-deprecating joke (while it takes food seriously, it doesn't need to take itself seriously, even when talking about very serious stuff).

### **Go Brave**

Take a look at some of Burger King's favorite campaigns they'll help you understand the brand, and the kind of creative that can win this brief.