

**Advertising and Promotion
Campaign Plan Book**

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Background and History Burger King:

Burger King is a hamburger fast food restaurant that is headquartered in Miami, Florida. Often referred to as BK, Burger King began in 1953 in Jacksonville, Florida by two business franchisers name Keith J. Kramer and Matthew Burnsunder under the name Insta- Burger King. After 2 years Insta-Burger King was undergoing some financial tribulations and were bought out by franchisees David Edgerton and James McLamore and renamed to Burger King. BK has approximately 11 million stores located in 69 countries and operates under their parent company The Burger King Holding Company. Burger Kings famous Whopper Sandwich was introduced in 1957 and has become one of the world's favorite sandwiches.

Burger King's Target Market is very vast. Due to their strong menu Burger King can target too many people. They have a children's menu which can target youth from the ages of 3 to 13. Their menus offer various sizes to assist

Over the years Burger King saw a decrease in sales and needed to revamp their image to attract more of the fast food company. In 2003, Burger King hired the world famous Crispin Porter + Bogusky (CP+B) advertising agency to help revamp their image and brand. They began to use a caricatured version of the Burger King character and now refer to him as The King. The King is found in print ads and media advertisements. He is often referred to as the creepy king who is seen in many different aspects of life. The King has appeared in other television shows and it was also announced that he will have his own videogame.

"The Burger King Corporation moves proudly into the future with over 50 years of experience tucked safely under our belt. As a brand, our company has never been stronger. We've got millions of customers, who we love to bits. And our Executive Team, along with each of our individual employees, ensures our customers always receive exceptional, consistent service (as well as burgers, fries and drinks.)" This is the mission statement that is on the website of Burger King. They have branded themselves as the best fast food restaurant because just as their motto states, you can have it your way. You can enter a Burger King and have any of their menu items just how you want it. They are known for their char-grilled burgers which is said to be more flavorful than their competition.

Burger King understands the importance of being social responsible. They realize that the world they leave now is the world that their business will either flourish or fail in. To help contribute and not hurt, Burger King has begun to use methods that will help reduce waste from

the products they sell and save energy in how they create and prepare the products. Through the “Have It Your Way Foundation” Burger King has helped to build families and communities by providing scholarship opportunities to recipients of employees, employee’s children, and high school seniors who have earned them through their hard work in school.

In order for Burger King to be competitive in this strong industry, Burger King needs to continue to be innovative and maintain a fresh image in the fast food industry and the world. Their biggest competition, McDonald does constantly add improvements to their menu and Burger King must do the same. With many new companies entering this market they have to have a competitive advantage in this industry. They must be able to think of new ideas for their menus.

Background and History CP+B

Crispin Porter + Bogusky (CP+B), was founded in 1989, by Sam Crispin, Chuck Porter and Alex Bogusky. It is currently a member of the MDC Partners network, and is an advertising agency that currently employs around 1,000 people from all around the world. Crispin Porter + Bogusky are headquartered in Boulder, Colorado and Miami, Florida, with additional offices in Los Angeles and London. In June 2009, after purchasing Swedish agency Daddy, which is centered in Gothenburg, Sweden, CP+B Europe opened and in July, 2010 CP+B Canada opened after purchasing the Toronto constructed agency Zig.

In the late 1990s and early 2000s, Crispin Porter + Bogusky had grown to become one of the most awarded agencies in the world with the unprecedented distinction of winning the Grand Prix at the Cannes International Advertising Festival in five separate categories. The agency has been named Agency of the Year twelve times in the trade press, as well as twice being named Interactive Agency of the Year at Cannes. In 2009, CP+B were named Agency of the Year by Advertising Age, Adweek, Creativity and the Clio Awards. The agency and their work have been profiled numerous times in publications that include The New York Times, The Wall Street Journal, USA Today, Business Week, Forbes, Fast Company, Time, Newsweek, Campaign, Archive and Shots.

The agency currently has a wide variety of clients on their client’s list and some of these clients includes Burger King, Microsoft, Microsoft Windows Phone, Domino’s Pizza, Coke Zero, Guitar Hero, IKEA, Old Navy, Gap, Best Buy, Geek Squad, American Express OPEN,

Jose Cuervo and Kraft Macaroni & Cheese. As the advertising agency, CP+B are known for using viral marketing techniques, including the Burger King Subservient Chicken and Whopper Sacrifice campaigns. In 2008, the agency created a high profile television spot for Microsoft featuring Jerry Seinfeld and Bill Gates that received negative media attention. The 'I'm a PC' campaign that followed fought back against Apple's Mac vs. PC campaign and may have contributed to Windows 7 becoming the fastest selling version of Windows to date. However, they are still known as the best advertising agency in the world.

Marketing Strategies:

Burger King hired Crispin Porter+Bogusky to design them an advertising campaign that has attracted more crowds. The Burger King has always been a trademark of Burger King Restaurants and CP+B decided to give it a look that is not like its normal look. The Burger King has a much caricatured sculpted face and is in a human's body with King Regalia on. The Burger King has been on numerous commercials and print ads as well as made guest appearances on popular shows such as The Simpsons which is a great avenue to advertise. The Burger King is viewed as Burger King's advertising mascot.]

The Burger King Crown is also a popular item for adults and youth. The crowns are a great tool to advertise because people of all ages want to wear them and they have the name Burger King on it.

Current Interactive Media:

Viral Marketing: A campaign focused on a character called The Subservient Chicken that included a website that followed the character (www.subservientchicken.com). The site was interactive and was a big hit on the web for Burger King.

Video Games: Burger King also did a campaign that collaborated with Microsoft, the company who created X-Box, which would include a Subservient Chicken or King game for consumers to play on the system.

Slogan: The power words for Burger King that helped launch the company into a new category of fast food, "Have IT your way." The current advertising company, CP&B have also started a campaign called, "Wake up with the King," that is promoting the new breakfast menu at Burger King.

Myspace: Burger King has set up pages for the King and the Huckin'n Chicken, Subservient Chicken, that have pictures and videos of the pair of characters for consumers to follow and interact with.

Burger King Media Mix 2006: (hypothetical)

<u>Media Channel</u>	<u>Allocation</u>
Television	84%
Direct Marketing	5%
Radio	3%
Outdoor	1%
Sponsorships	4%
Print	1%
Emerging Media- Digital	2%

New Interactive Media:

Facebook- Have a page totally dedicated to the Spicy Grilled Chicken sandwich that gives individuals the ability to share fun pictures and talk about the product with fellow consumers.

Twitter- Have an ID set up for the sandwich to let consumers follow the product and write reviews for everyone to see. Also set up an ID for the King for everyone to follow and he have the ability to communicate with people.

IPHONE- Have an application that would have the Burger King menu uploaded and give the consumer the opportunity to count calories before they receive their meals.

IPAD- Have the same application for the IPAD that we have for the IPOD except have a link that turns the consumer on to the Burger King icon game for the consumer to play.

New Burger King Media Mix :(hypothetical)

<u>Media Channel</u>	<u>Allocation</u>
Television	60%
Direct Marketing	5%
Radio	5%
Outdoor	1%
Sponsorships	4%
Print	5%
Emerging Media- Digital	20%

New Media Plan and Strategy:

Situational Analysis:

Burger King is the second largest fast-food chain in the United States, only trailing McDonald's. The company has more than 11,000 franchised restaurants in the States and has operations in 56 countries. As of 2009 Burger King's revenue exceeded \$2.54 billion and their operating income was \$348 million. The company uses a national distribution system consisting of twenty distribution centers to get the product out to the many franchises in the United States. Burger King has utilized every advertising media for television to digital ads and has some scenarios of good campaigns to some that were unsuccessful. The latest and more successful campaigns have been put together by the advertising agency CP+B that consist of print ads, television, and viral advertising with characters like the King and the Subservient Chicken. The products that Burger King offers consist of hamburgers, French fries, soda, and breakfast sandwiches. All of these products are considered fast food and are put into tiers of value meals for the customers each and every day.

Over the years Burger King had no advantages of attracting new or equal quantity of customers to their fast food restaurants. Burger King had in developing and claiming a creative

territory, or managing the integration of its promotional activities. Unlike their competitors McDonald's, Wendy's or Chick-fil-a, investing in new brand building or producing new product to their company has drawn many customers to their fast food places. However, with this new product in mind, JPWM will bring forth more opportunities for Burger King to enter or attract more customers to their fast food restaurant around the world.

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The objectives of Burger King are of many other companies. To create brand awareness and brand loyalty, give customer satisfaction and most importantly remain profitable. By creating more stores and having their staff trained to successfully run the store will assist Burger King in achieving their objectives.

Opportunity Analysis:

With Chick-fil-A adding an addition to their menu of the a spicy (crispy) chicken sandwich, Burger King would be smart to be the first in the popular fast food chains to create their own spicy grilled chicken sandwich. The herbs they use can help bring out the flavor of the meat and attract a crowd that is very conscious of what they eat and bring enthusiasts who are willing and ready to try great food. This will be an item that will differentiate them from their competition such as McDonald's, Wendy's and Chick -fil-A.

Social Responsibility:

Burger King has great social responsibility. They understand that the world they leave now is the world that their business will either flourish or fall in. They have begun to use methods that will help reduce waste and save energy. Burger King has a Have It Your Way Foundation is a program that helps build family and provides scholarships to recipients who have earned them.

VALS:

Burger King is a chain that targets everyone on the VALs chart. Some come from the lower end where inexpensive food is needed that is always not healthy. There are also people targeted by VALS who come from the top who often need quick service food for their busy schedules.

To keep up with their ever changing market, Burger King has decided to create a new specialty sandwich line. This specialty sandwich line was one of the first attempts to target a specific demographic (18-34 year olds), which would be willing and able to spend more on a higher quality product.

Competition Analysis:

The main competitors of Burger King are McDonald's, Wendy's and Chick –fil-A. McDonald's strategy involves quick service with inexpensive prices and satisfying as many customers as possible.

Wendy's prides them on the square hamburger made fresh every day and great value on the brand.

Chick-fil-A has cornered the chicken sandwich and promotes a value system for their company and all employees.

McDonald's strength involves quick service with the cheapest prices available. Their weakness involves foods that are unhealthy and not making everything fresh to order.

Wendy's strength involves making all food to order and delivering fast service with a great product selection. Their weaknesses involve not having a large healthy menu and some bad public relations in the past with employees.

Chick-fil-A offers a great chicken sandwich and salads that can have chicken added to them. Their weaknesses include being closed on Sundays and not providing kids toys that draw in customers.

The new marketing strategy would probably not get a reaction from the competitors due to the vastness of the market and the individuals that eat fast-food every day.

SWOT Analysis:

Strength:

Having an established product

Making orders how a customer wants

Food is made fresh

Valued product

Weakness:

Locations

Not very healthy

Old menu

Opportunities:

Healthier market

New store locations

Larger customer base

New products

Movie star power

Threat:

Competition

Close quarter locations with competition

The 4 P's

Product: JPWM promotion of the Spicy Chicken Sandwich, only at Burger King

Price: The pricing would need to be developed by the company in comparison with their competitors.

Place: Exclusively at Burger King

Promotion: The leading competitors' chicken sandwich is priced over 7 dollars for a meal so the goal of our company would be to help Burger King offer their food at a lower price to offer higher demand by cornering the healthy fast food market.

The Marketing Strategy Plan:

The goal our company would like to offer Burger King is the ability to try and form a more unique selling position against all the direct competitors of Burger King. Another goal would be to open up newer ideas for product selection such as sandwiches and a healthier menu to promote to a larger segment of the population. The spending would not be to overwhelming and the return would exceed the money spent on the new products. The distribution strategy would consist of the same methods used currently because they are working for all national franchises.

In the case of marketing mix all aspect will be used in the new campaigns to try to keep the market rounded towards an advantage for Burger King. With the current market the problem with segmentation of a fast food restaurant is that everyone eats so all segments are valid when it comes to the food industry and all of these elements can be targeted successfully by Burger King. With the vast product selection that Burger King offers they have the ability to appeal to all ages and groups of people.

The Creative Strategy Plan:

The new healthy products from Burger King can meet the needs of the customers by offering a great taste even though the product is better for you. The product will promote a new healthier feeling when eating and help the customer feel good about themselves rather than just eating the same fast food. The new copy themes will be focused on athletes and people who are

healthy with scenes of running and working out. The objectives of the new advertising would help push the new product to those people who are on the go and still want to eat healthy. The ads would consist of five new print ads that have everything from joggers to the King promoting the new sandwiches and products.

Setting Media Objectives:

The goal of the new media would be to reach a larger base of segmentation so that the company can further their reach into the customer segment. The new health conscious media will have the ability to do all of these things with new promotions.

Determining Media Strategy:

The best alternatives would be to continue to use print advertising and television ads. The other forms of viral media should continue and even go further so the segments of the internet are reached and more people see the advertisements.

Selecting Broad Media Classes:

The classes of media chosen should focus on magazines, radio, television, and the viral advertising currently used by the company.

Selecting Media within Classes:

1. Magazines- Maxim, Playboy, Men's Health, Men's Fitness, Allure, Better Homes & Gardens, Elle, and Prevention.
2. Television- Cable television would be the main focus for commercial advertising.
 - a. FOX, Comedy Central, NBC, ABC, MSNBC, and MTV.
3. Radio- Most radio stations and newspapers would be easily used in this marketing campaign. The choices would be chosen on listening base and the number of newspapers read in any given area.

Media Use Decisions- Broadcast:

The sponsorship would be a sole sponsorship for the Burger King Company. The levels of reach and frequency would be as much as possible to get a hold of as many new customers as possible. The scheduling method used would be the Continuity method and all ads would be played constant all year round. The placement of spots would be played in between programs on all major networks and radio stations.

Media Use Decisions- Print:

The idea is to put at least 40 new ads together for the new healthy campaign for Burger King. The ads will be played all year round with specific promotions set for holidays and special events (Super Bowl). The media utilized for the ads would be geared more towards print ads and television. The best case scenario for reach and frequency is for at least 1 million people to see the ads and then have the frequency increase with these same individuals by at least 3 times.

Media Use Decisions- Other Media:

Other focuses of media to utilize by Burger King would be the focus through social media outlets such as Facebook, iPod/iPad applications, and Twitter. This form of media would help extend the reach to younger markets and give customers the opportunity to talk and illustrate their feelings towards the new products Burger King would have to offer.

Spicy

GRILLED CHICKEN

Sandwich





**GET
LEAN
WITH
BURGER
KING**



*The King is
going Pink!*

20% of all sales of the Spicy Grilled
Chicken Sandwich are being donated to
The Breast Cancer Association.



**THE KING WANTS
YOU TO GET LEAN!!**



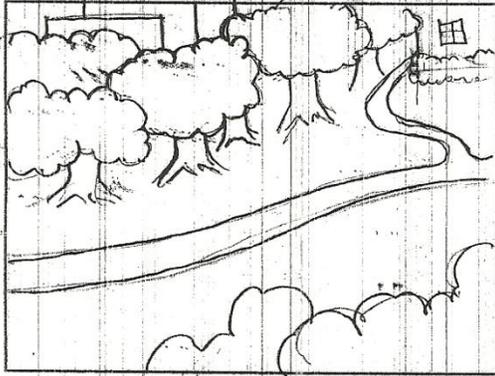
**TRY THE SPICY
GRILLED CHICKEN
SANDWICH!!!**



The King wants you to try the new Spicy Grilled Chicken sandwich! Now at BK Have it your way!



Story Board: Spicy Grilled Sandwich Commercial



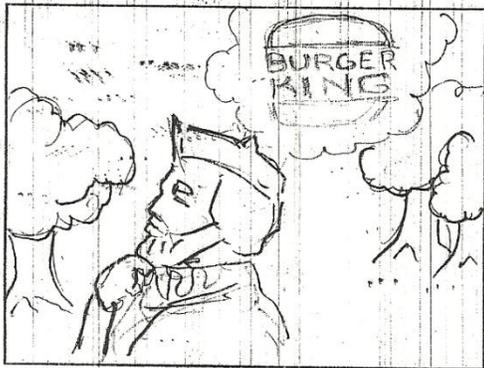
Video: A majestic scene in the park with trees, running path, and buildings.
Audio: Birds chirping and the faint sound of running steps.



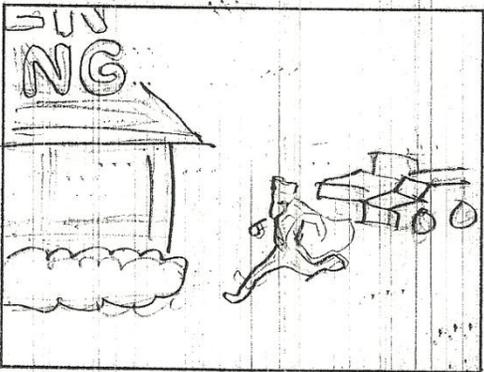
Video: The King runs into the shot on the path with trees in the background.
Audio: Song starts to play - "Eye of the Tiger"



Video: The King stops to catch his breath and is pondering a healthy snack.
Audio: Music stops, hear the birds chirping



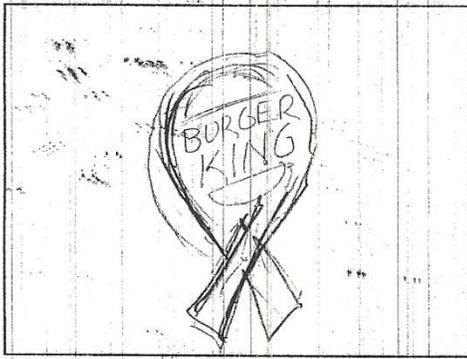
Video: The King has an idea; a message bubble pops over his head with the Burger King logo.
Audio: A bell rings for the idea.



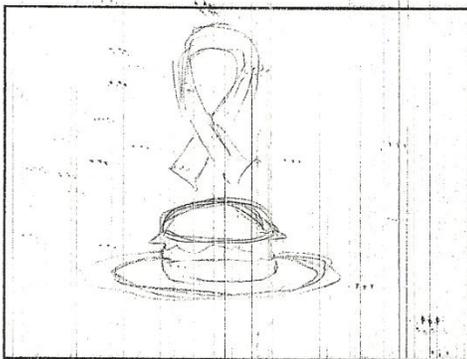
Video: The shot breaks to a Burger King restaurant with the King running across the parking lot.
Audio: Footsteps, cars moving and the Burger King doors opening.



Video: The King sitting at a table in front is the new Healthy New Spicy Grilled Chicken Sandwich.
Audio: Burger King patented song plays and shot cuts out.



Video: The Burger King logo
with the Breast Cancer
Ribbon on screen.
Audio: Commentator
talking about the collaboration
with BK and the
Breast Cancer Association.



Video: Spicy Grilled Chicken
Sandwich on a plate, with
Breast Cancer Ribbon in the
background.
Audio: Commentator saying that
20% of all sales of the spicy chicken
sandwich are donated to the
research for breast cancer.

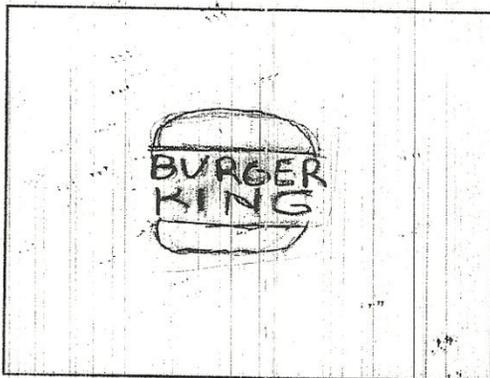


Video: Cuts to the BK
King, with a pink ribbon
shirt on.
Audio: Commentator talks
about the King going
pink.



Video: Camera pans and
the King is surrounded
by breast cancer survivors.

Audio: Commentator says
again that 20% of
sandwich sales goes to
breast cancer research.



Video: Bk logo on the
screen

Audio: The Bk song
plays

