Brief set by
Burger King

Use fresh language to let people know that Burger King's menu is 100% real

Related Disciplines
Copywriting

Deadline
23 March 2021, 5pm GMT

The backstory

Burger King believe that real food tastes better. That affordable meals should not only taste great but also include real, high-quality ingredients. For Burger King, real ingredients mean no colours, flavours, or preservatives from artificial sources. They know that being served wholesome, simple, and familiar ingredients is more important than ever to their guests; and this is why they've been on a journey to make it happen.

Burger King flame grill their 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 September 2020, they have removed around 8,500 tons of artificial ingredients globally.

Between July and September in 2020, Burger King reached a major milestone on their food quality journey. They announced that the Whopper® sandwich now features no colours, no flavours, and no preservatives from artificial sources in the United States.

So, what is happening next? Burger King is committed to removing all preservatives, colours, and flavours from artificial sources from all the food they serve around the world as their next milestone, and they need to let people know.

What's the challenge?

Use copy to communicate that 100% of the Burger King menu is now 100% real (free of preservatives, colours, and flavours from artificial sources) that lands their core message: **real food tastes better**. You'll need to develop a script for a commercial plus supporting campaign copy (see *The important stuff*).

There's a lot of noise in this 'free from' market, so your response must cut through this sea of sameness and truly get guests to think differently about Burger King's taste and quality. You'll need to develop fresh language that speaks volumes, and gets people to sit up and take note.

Who are we talking to?

18-34 year olds around the world 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 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 brands values to align with their own.

You'll need to consider the universal truths about Burger King's food that can translate across the globe, don't contradict Burger King's established messaging, and don't face legal constraints in certain countries (see *Things to think about*).

Things to think about

No Wallflowers
Burger King is a brand with an edge. A bold, confident challenger. Forget forgettable, vanilla advertising, Burger King want an execution that pushes the creative limits. It's a brand that loves the raw and real, embraces the unscripted. And while it takes food seriously, itself not so much. They can make and take a self-deprecating joke.

Stick to the rules
Remember, this is advertising. Don't make false promises or wild statements that are untrue. Equally, some countries have laws in place against using terms like 'real', 'natural' and 'no preservatives'. Think of ways to evoke quality and freshness without leaning on these terms.

And remember, just because Burger King can't use a term doesn't mean their consumers can't. Could you use your copy to inspire other people to spread the good word of Burger King?

Be Burger King
This isn't about changing the way Burger King talk in general. Make sure you stay true to their tone of voice of enthusiasm, wit, confidence, approachability, staying real and authentic.

The important stuff

Use copy to communicate that Burger King's food tastes better now all menu items are free of preservatives, colours, and flavours from artificial sources. Your core idea must focus around a script for a commercial type of your choosing (YouTube pre-roll, TV, social, etc.) and you should explain your reasoning for this. You should also explore other media spaces, such as social or print, that your copy could travel to.

You must include at least two executions (your script and secondary media space) and make it clear where they would appear. Please note, you may submit the final execution of your commercial, but it will be primarily judged on the strength of your copy. Never written a script before? Don't worry, D&AD will be releasing some helpful content on this that they'll share with all downloaders.

What and how to submit: Read ***Preparing Your Entries*** before you get started for full format guidelines.

Main (essential)**:**

Your commercial script as a **PDF** (copy-only, no images). You must also submit either a **presentation video** (max. 2 min) OR **JPEG** slides (max. 8), explaining your concept and showcasing additional executions.

Optional (judges may view this if they wish)**:**

Interactive work (websites, apps, etc); if your main piece is **JPEGs**, you can also submit a **video** demonstrating any moving image executions (max. 1 min total).

Further Information

Helpful videos

See below for examples of Burger King campaigns to use as inspiration:

Moldy Whopper

vimeo.com/403743534

The Whopper

youtube.com/watch?v=PVj2cfDGkQQ

Artificial Colors: Posters

ispot.tv/ad/nRo3/burger-king-artificial-colors

Brief set by
Burger King

Use fresh language to let people know that Burger King's menu is 100% real

Related Disciplines
Copywriting

Deadline
23 March 2021, 5pm GMT