



Brief set by:
Burger King

Develop a PR-able idea to recruit a new generation of Whopper Lovers and show that 'The Whopper is not crap'.

Related Disciplines:
PR, Communications
Advertising
Social Media

Deadline
20 March 2019, 5pm GMT

The back story

The Whopper is everyone's favorite burger. As long as you are a 50-year-old living in America. The truth is that, when it comes to food quality perception, there is a big gap between older and younger generations.

Younger people are more critical and more skeptical. They think Burger King pre-cook the Whopper and then reheat it in microwaves. That they paint fake grill-marks and use liquid smoke instead of actually flame-grilling. That the veggies come dehydrated from a factory and have to be reconstructed like some crazy astronaut food.

That's why in the US 18 to 24 year olds consider buying Burger King 10% less than 50 to 64 year olds. In the UK, for instance, this figure is even lower, with 16 to 24 year olds considering buying Burger King 20% less than their 35 to 49 year old counterparts.

The reality:

Believe it or not, here is what a Whopper really is:

- Flame-grilled (and people prefer a flame-grilled burger than a fried one)
- Made to order (not sitting there in the heat chute)
- 100% beef (yes, no fillers, no preservatives, no artificial anything)
- Tomatoes and onions cut fresh in the restaurant everyday
- Fresh lettuce
- Real mayo (not mayo dressing!)
- No artificial colours or flavours (real tastes better!)

And that is why the Whopper beats all major competitors in blind taste tests. Yes, you read it right. The Whopper beats even products from trendy fast casual restaurants. Participants say the Whopper is juicier, thicker and perfectly seasoned.

What's the challenge?

The younger generation doesn't have the same level of 'Whopper Love' as those who came before them. The great qualities of the Whopper are unknown to the younger folks.

Develop a PR-able idea for Burger King to highlight these key attributes as a reason to believe in the Whopper's superior taste.

Take a look at some of the previous Whopper ideas for inspiration, such as Whopper Freakout, Whopper Virgins or Google Home of the Whopper. You should use these as stimulus to create a new, unique idea that specifically targets 16 to 24 year olds.

Who are we talking to?

16 to 24 year olds who consume media in a very different way to other audiences. They don't watch TV, they don't think Burger King is especially cool, and they seek out brands that are real and authentic. See *Further Information for more details*.

Things to think about

You need to develop a solution that touches popular culture in a relevant way, is successful in the digital space, and shareable amongst a younger audience.

Am I tapping into the right media?

This isn't about creating something that will work well on TV screens. This is about creating something shareable, viral and likely to be featured in everything from your Facebook feed to international newspapers.

Research, research, research

You need to understand your audience. But you also need to know exactly what is great about the Burger King experience - so go and see for yourself. Order a Whopper. Customize it, have it your way. Eat it. And talk to a crew member. Ask them how they made it and where the ingredients came from.

No Wallflowers

Burger King are a brand with an edge (See *Further Information for more details*). So go big, go bold. Burger King want ideas that are big and scary. They embrace the raw and real. And they can make a self-deprecating joke.

The important stuff

Your solution should drive 16 to 24 year olds to purchase the Whopper, and show them that the Whopper is not crap. As well as your big idea, you should think about how you'll get people talking about it. You should consider the PR strategy behind it as much as the final execution. Remember that your work needs to reflect Burger King's core values. See *further information for more details*.

What to submit and how: Read *Preparing Your Entries* before you get started for full format guidelines - we won't accept work that doesn't meet these specs.

Main (essential):

Either a presentation **video** (max. 2 min) OR **JPEG** slides (max. 8), showing your solution.

Optional (judges may view this if they wish):

Interactive work (apps, etc); **physical** supporting material; if your main deliverable is **JPEGs**, you can also submit **video** (max. 1 min total); if your main piece is video, you can also submit **JPEGS** (max. 4).