

BURGER KING

Problem

How does an advertiser use special sales promotions to drive traffic to in-market locations?

Solution

Launch a digital OOH campaign built around real time scoring updates of the local NFL team.

Background

As an extension of their sponsorship support of the Arizona Cardinals, Burger King wanted to utilize OOH to increase awareness of their \$1.20 Original Chicken Sandwich promotion in the Phoenix, Arizona market by displaying creative unique to the Cardinals game results.

Burger King challenged the planning team to bring forward media that was flexible enough so that creative could be changed within hours, frequently on Sundays due to the scheduling of NFL games.

Objective

Build out a Phoenix, AZ media plan to:

1. Generate awareness of "2 for \$5 Mix and Match"
2. Based on game outcome unlock special "\$1.20 Original Chicken Sandwich" creative
3. Supply coverage of market skewed to 96 restaurant locations
4. Deliver on the A18-49 and "NFL Sports Fan"

The overall objective was to create a media plan to build awareness of two separate Burger King promotions and drive traffic to the 96 investing restaurant locations within the market.

The concept was to bring to life a turn-key solution to a time sensitive promotion built around real time scoring updates.

The generic campaign messaging was a "2 for \$5 Mix and Match" creative which was available throughout the duration of the campaign flight. On game days (and the day after) a "\$1.20 Original Chicken Sandwich" promotion would be unlocked via the OOH media ONLY if the Arizona Cardinals scored more than 20 points in their game. If the Cardinals did not score 20 points, the "2 for \$5 Mix and Match" creative would run as previously programmed.



Strategy

There were 11 digital bulletins located on the high traffic arteries around Phoenix targeting sports fans and skewed to 96 investing Burger King restaurants, wherever possible.

Generic “2 for \$5 Mix and Match” promotional messaging was aired across the network of units throughout the lifetime of the campaign. On Arizona Cardinals game day, a special “\$1.20 Original Chicken Sandwich” promotion would be unlocked the day of, and day after, ONLY if the Cardinals scored 20 points or more. If the Cardinals did not score 20 points, the Mix and Max creative would continue to run as scheduled.



Plan Details

Digital Bulletin Campaign

- Flight: 9/1/14-12/28/14
- Markets: Phoenix, AZ
- Package Details: 11 Digital Bulletins located on high traffic expressways around the market targeting sports fans and providing general market coverage of 96 Burger King restaurant locations

Results

The client was very pleased with the aggressive negotiations and the quality of all units recommended.

