



Brief set by
Burger King

The King is knocking

Related Disciplines
Service Design
Experience Design
PR

Deadline
24 March 2020, 5pm GMT

The back story

Technology is changing the way Burger King serve their guests and the way they communicate with their fans. They've run a whole series of campaigns that have leveraged both technology and creativity to engage customers in new and exciting ways, from [Traffic Jam Whopper](#), helping people get their Burger King fix in the midst of major traffic jams, to [Burn That Ad](#), which used augmented reality to burn competitors' ads and get the user a free Whopper. At the same time, they've been transforming their business through a whole new range of functionalities including delivery, mobile ordering and digital coupons.

However, most young people don't see Burger King as a brand that is particularly modern or cool. In order to change their perception, Burger King needs to leverage new technology and functionalities to create experiences that are not only convenient, but, most importantly, outrageously fun.

Perhaps the most relevant of these new functionalities has been delivery. Convenience is no longer about your proximity to a restaurant, but about just how quickly you can get your order delivered. And it's a key way young people get their fast food fix.

But so far delivery has been left to third parties that help Burger King enter the delivery space faster, but without the power to control the customer journey. So, they launched delivery within the Burger King app to help them reclaim the experience.

What's the challenge?

Develop an idea that uses delivery as part of the Burger King app to delight and surprise 18-24 year old Burger King guests.

Your idea should differentiate Burger King from its competitors and leave the audience with the long-lasting impression that *Burger King is better than you think*.

Who are we talking to?

18-24 year olds who don't think Burger King is cool. They don't watch much TV, are sceptical 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've grown up with a world of takeaways available to them and, thanks to new delivery services, they can get their favourite food from any restaurant straight to their door. They seek out quality ingredients and don't like waste.

Things to think about

How to speak to your audience

Cut through the noise and get noticed. Billboard ads and splashy TV commercials won't make the cut. Think about where your audience spends their time. They don't need to wait, they can binge their favourite shows any time. How can your idea show up in their feed, be made into a meme or hit the headlines?

Research, research, research

To nail your insight, you need understand your audience. And really understand what's great about the Burger King experience. Order Burger King through a delivery service and be sure to include a Whopper in your cart. Customise it. Have it your way.

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. They love the raw and real, embrace the unscripted, and can make and take a self-deprecating joke. While they take food seriously, they don't take themselves seriously, even when they're talking about pretty serious stuff.

See *Further Information* for more tips.

The important stuff

Develop an idea that recruits a new generation of Whopper lovers through an exciting delivery experience, creating a meaningful connection between young guests and the Burger King brand.

Present:

- Your solution. Clearly explain your idea and how it would work.
- Your creative process. How you arrived at your solution and key insights from your research.

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

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