

FINAL PROJECT



CJ West



THE BIG IDEA

To show the target audience that Burger King has nothing to hide when it comes to what's in their food, unlike most other fast food restaurants, and that food tastes better when you can focus on the meal itself rather than what's in it.



ARTICULATION

Burger King is pretty unique since it's one of the only fast food restaurants that don't use artificial preservatives. And not having to worry about what you're putting in your body makes food taste that much better. Burger King has nothing to run from in terms of their ingredients.

Goal: To show people that food tastes better when there's no hidden preservatives that you need to worry about.



CAMPAIGN OVERVIEW

This campaign will match the “tongue and cheek” tone of Burger King’s advertising, and will add a slightly darker, more stern tone to it because of the hide and seek aspect of it. The campaign will revolve around the Burger King mascot exposing other fast food chains for having artificial preservatives in their food.



PROMOTIONAL LINE

Burger King “Nothing to Hide” campaign

In this campaign, Burger King is going to take pride in the fact that they are one of the only major fast food restaurants that don't include artificial preservatives in their food. Not only this, but we are going to take a sarcastic “jab” at other fast food joints that do. This will be executed through a “hide and seek” style ad campaign, showing that Burger King doesn't have any skeletons in their closet when it comes to what is in their food, while other places most likely do.

The goal: To show the target audience that Burger King, unlike most other fast food restaurants, doesn't need to hide behind artificial preservatives, and can be up front and honest with their consumers.



VIDEO AD

VIDEO SCRIPT: “No More Hiding”

Client: Burger King

Date: December 10, 2021

Version: 1.0

Audio	Visual Direction
Soft footsteps as the king walks through the room. No music at the start of the video.	<i>Begins in a very dark room, with a silhouette of the Burger King holding a flashlight looking around</i>
A sudden shriek of a violin plays right as the clown is shown, the clown then makes a noise and runs off.	<i>The King then quickly flashes his light over at a doorway, exposing a mysterious looking clown (McDonalds mascot)</i>
Footsteps continue as music begins to slightly intensify.	<i>The clown then cowers away as the King continues on with his flashlight</i>
Another violin shriek, this time slightly louder. The chihuahua barks at the king and then runs away, leaving trails of nachos behind.	<i>The King then flashes his light at another mysterious figure, this time a chihuahua (Taco Bell mascot)</i>
Music then hits it's crescendo, as the king is now running through the house chasing after this mysterious figure.	<i>The King continues on, spotting a mysterious figure running right in front of his eyes. He couldn't get a good look at it though, so he chases in the direction of it.</i>
The music stops, as does all audio once the King stops running.	<i>The King is running when all of a sudden he hears noise coming from a room. He stops in his tracks to go and investigate, not knowing what he's in store for.</i>
Footsteps continue in the room, and once the King finds them eating on the ground snacking noises intensify. There is then a soft voice over: “There’s not shortcut to quality. no more hiding.”	<i>The King slowly approaches the doorway, enters it and looks around for a second, when all of a sudden he sees all of the fast food rivals he'd been hunting all sitting on the ground eating food that clearly include artificial preservatives. Burger King logo then appears and the video ends.</i>

This 30 second ad will be on brand and appeal to all age groups, but specifically the target audience, as they will be old enough to understand the references.



SOCIAL - INSTAGRAM



This Instagram ad fits the tone of the campaign and makes the most of being a single image, without being too busy. The brand mascot, logo, and a variation of the campaign line are all included, while not being too overbearing.

Targeting: Those who follow food related pages on Instagram



ARTICULATION

Social media ads are at their best when they aren't too busy, aren't difficult to understand and easy to comprehend. This prototype for an Instagram ad fits all of that criteria and matches the tone of the advertising campaign, as well as the overall tone of Burger King's advertising in general.



SOCIAL - TWITTER



BURGERKING

What is there to run from? Our new menu is something you won't get anywhere else. #NothingToHide
https://twitter.com/BurgerKing?ref_src%7Ctwgr%5Eauthor



26 Retweets 74 Likes



This Twitter ad takes advantage of being able to add a visible link to the ad itself. The caption has a clear CTA, taking the form of a question, while also including a hashtag in the caption and in the picture below.

Targeting: Those who follow food related pages on Twitter



ARTICULATION

Twitter ads are very different from Instagram ads, so they need a different approach. In this ad, there is more focus put into getting the viewer to click on the link rather than the graphic itself. The graphic also plays a role, however, as it advertises Burger King's food as well as promotes the campaign tagline through the hashtag "NothingToHide".



DIGITAL DISPLAY AD 1

SPOT THE PRESERVATIVES



A simple, fun to play game the user can play to pass the time while on any website. The cursor will act as a flashlight while you move it around trying to find the food with preservatives. Once all of the preservatives are found, the ad will redirect to Burger King's website.

Targeting: Will appear on food and science related websites



ARTICULATION

Having something fun to play around with online always goes a long way. Google managed to capitalize on this by including a game that doesn't require internet that any user can play when they don't have internet. Showing the user that you care about them can really help build a strong relationship with them. It will be simple, easy to play and fit with the rest of the campaign.



DIGITAL DISPLAY AD 2



A split image of two completely different fast food burgers, one Burger King and one with preservatives, with the background of each clearly showing the difference in how each are produced. Once clicked, this ad will redirect the user to Burger King's website, and an article explaining Burger King's all natural menu.

Targeting: Will appear on food related websites.



ARTICULATION

This digital display ad is somewhat different from the rest of the campaign, however it mainly focuses on the goal of the campaign rather than the execution up until this point. The goal of this is to give a side by side comparison of what a Burger King burger looks like, one that has no artificial preservatives vs. one that has artificial preservatives. This is obviously more direct than the other ads in this campaign, however it still manages to get the point across.



KEYWORD ADS

No Need to Hide | Burger King is Completely Authentic

That's right, Burger King has gotten rid of all artificial preservatives in their menu! Learn more about how this change is leading to a fresher taste!

Less Hiding, More Tasting

Get more flavor from Burger King's all natural menu today

Fresh Tasting, No Pretending

Get a fresh meal for cheap at Burger King!

All Fresh. All Natural. No Hiding.

Why hide from an authentic taste? Burger King has no reason to. Find out why now!

No Hiding From These Deals

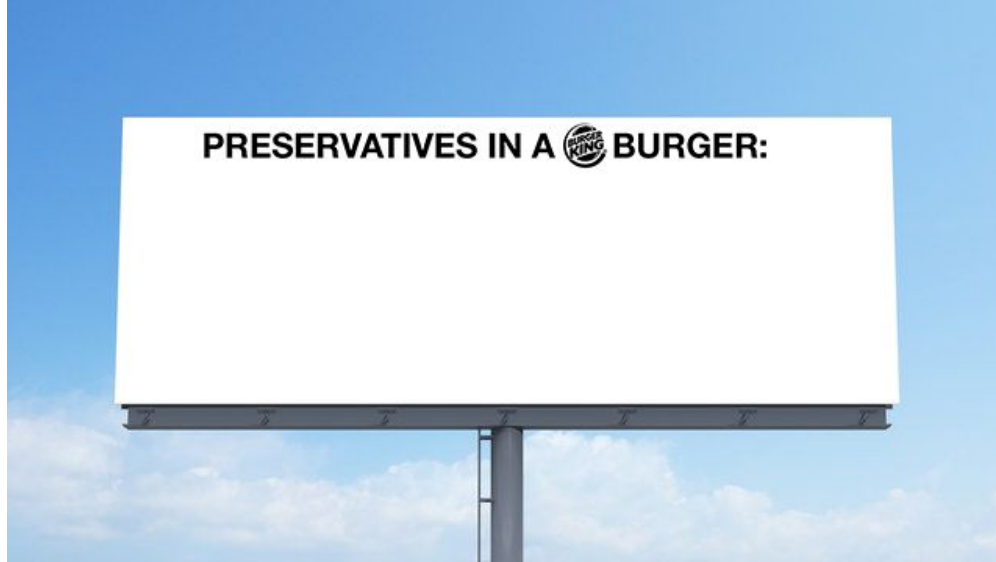
Learn more about how you can save money off Burger King

Delicious Food Done Right

No preservatives needed in Burger King's all new, all fresh selection



ADDITIONAL TACTICS (1 / 2) OOH



A blank, negative space inspired billboard that can easily catch anybody's eye and easily be read while driving. With one simple sentence, this billboard is able to get the point of the campaign across without having to do too much.



ARTICULATION

This is going to work simply because it's easy to read, it's eye catching, and it gets the point across almost effortlessly. A big reason many billboards and OOH tactics fail is because they try to do too much with their resources. This direction does the exact opposite, and is very easy to follow and understand.



ADDITIONAL TACTICS (2 / 2) - PROMOTION (COUPON)

A promotional coupon for Burger King. The background is black. On the right side, there is a close-up of the Burger King mascot's face, wearing a crown and a white fur collar. A bright, multi-pointed starburst light emanates from the center of the image, partially obscuring the mascot's face. The text is in white. At the top left, it says 'THERE'S NO HIDING FROM THESE DEALS'. Below that, in large, bold letters, is '50% OFF'. At the bottom left, it says 'YOUR NEXT MEAL AT BURGER KING (VALID THRU X/X/X)'. The Burger King logo is in the top right corner.

THERE'S NO HIDING
FROM THESE DEALS

**BURGER
KING**

**50%
OFF**

YOUR NEXT MEAL AT BURGER KING
(VALID THRU X/X/X)

A coupon that uses a little bit of negative space, like the OOH tactic, only this time there's an actual incentive to use the coupon, as well as a deadline to use it by.



ARTICULATION

This coupon stays on brand and fits with the tone of the advertising campaign. It mostly takes advantage of negative space, or at least a solid background and has the most important part of it, the discount itself, large and prominent on the ad. The mascot as well as the Burger King logo are also added onto the coupon.



BONUS TACTIC



The Burger King “Hide N Seek” event

- The perfect way to bring the entire campaign together
- Interactive that anybody of all ages, including our target demographic, can participate in
- Quality prizes that are worth participating in the event for



ARTICULATION

This will be the centerpiece of the campaign. The Burger King “Hide N’ Seek” event will be an interactive and free to play game that offers discounts to Burger King while also driving home the overall goal of the entire campaign; To show that Food tastes better when you know what’s in it. The idea is simple: Participants will search around the general vicinity for specially marked “preservatives” that have Burger King discounts on them. The grand prize winner will be whoever is lucky enough to find the King, and will receive free Burger King for a whole year.



APPENDIX



Campaign *Recommendations*

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The Big Idea and the Objective

The Big Idea: Show that food made naturally is superior to food that's made artificially.

The Objective: The objective of this campaign is to stress the importance of a meal tasting how it should. Artificial flavors in food can often lead to an unenjoyable taste and unsatisfying experience. The goal is to show the target audience that natural flavors always trump artificial flavors.



How it will work

- This campaign is going to stress the idea that natural food gives you an authentic taste that you may be missing out on if you opt for food with artificial preservatives. Food made with preservatives sometimes makes food taste like a completely different food because it's made with the same chemicals found in other foods.
- This is going to play off of the idea that artificial foods sometimes taste like other foods, as well as the fact that the consumer should want to know what they're putting in their body, even if they know it's not good for them.



Touch Point #1

Videos and TV spots

- These video ads will be the primary source of advertising in this campaign, and will be played on TV during commercial breaks.
- These will be posted onto YouTube as well as that helps reach our target audience much easier. Many people in our demographic don't watch cable TV these days and instead go to YouTube and the internet for their entertainment and media consumption.
- Role: To get the consumer thinking about Burger King with a clever video ad that matches the tone of Burger King's advertising.



Touch Point #2

Social Media

- These will be promoted and show up on everybody's timeline
- Twitter, Instagram and Facebook ads will be critical in creating user engagement and will be the main source of reaching the consumer aside from the commercial
- These will also be the most common of all of the touch points and show up the most frequently
- Role: Engage with the consumer in the most practical way for our demographic, as well as get the idea of Burger King's authentic menu on their minds.



Touch Point #3

Print Ads

- These will help reach consumers who consume media through the likes of magazines and anything of the sort.
- Will be simple ads and not too overwhelming, but they will be eye catching enough so the consumer doesn't glance over it.
- Role: Deliver Burger King's message about having an all natural menu through a creative print ad that engages the consumer and makes them curious about Burger King.



Touch Point #4

Billboards

- Billboards will be one of the main out of home advertising tactics, and will be hard to miss when driving past it.
- Role: Will be key to reaching those who don't have social media and are not huge consumers of internet and media in general. Will be brightly colored and very noticeable/stick out from the rest of the crowd.



Touch Point #5

Burger King App Promotions

- These will play a big role in driving engagement not only to the Burger King app, but also giving the consumer a reason to download and use the app.
- Could even create a “authentic vs. artificial” game that could be played on the app and get you discounts at Burger King.
- Role: Engage with the consumer by giving them an interactive game that could reward them with discounts.



Headlines



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Campaign Line:

“It’s Just Natural”

- Short , sweet and to the point
- Fits with Burger King’s somewhat witty advertising tone
- Familiar saying that connects with people, especially in the target audience.



Headline 1: Videos and TV Spots

“There’s nothing quite like it”

- Sarcastic way of saying that there aren’t many fast food places with a 100% authentic meal
- Teases competition while subtly showing off
- Matches Burger King’s advertising tone



Headline 2: Social Media

“At least you know what’s in it”

- Witty but useful way of saying that it’s not good for you, but it could be worse
- Matches Burger King’s overall tone of advertising
- Acknowledges that Burger King isn’t afraid to poke fun at itself



Headline 3: Print Ads

“An authentic meal that comes cheap?”

- References the main idea of the campaign (being that Burger King now sells natural food)
- Grabs audiences attention by giving them information that would be beneficial to them (authentic food that is cheap)



Headline 4: Billboards

“Don’t pretend to be something you’re not”

- Goes back to fast food with artificial preservatives not tasting like they should
- Simple phrase that everyone knows



Headline 5: App Promotions

“Any achievement deserves a reward, it’s just natural”

- This will be the headline for any and all promotions within the app
- Plays off of the campaign line and even includes it



VIDEO SCRIPT: “It’s Just Natural”

Client: Burger King

Date: October 31st, 2021

Version: 1.0

Audio	Visual Direction
<i>*Basic factory/industrial sounds</i>	<i>Medium shot of conveyer belt moving artificial food/products, dull and dark colors inside of factory</i>
<i>Grunts from the man</i>	<i>Camera then shows a close up of a man covered in grease and dirt, clearly exhausted</i>
<i>Music begins very slow, soft and subtle</i>	<i>Man continues working until bell goes off</i>
<i>Bell goes off, man sighs in relief and swallows</i>	<i>Man then walks away relieved, towards a mysterious paper bag</i>
<i>Subtle footsteps on the floor approaching the bag</i>	<i>Close up of the mysterious paper bag, which is shadowed out to just a silhouette</i>
<i>Crinkled bag sound as the man grabs it</i>	<i>Man grabs the bag and it is removed from the shot</i>
<i>Footsteps continue as the music begins to intensify, getting higher and more upbeat and more instruments are introduced</i>	<i>Man begins walking through a dark corridor while approaching bright exit</i>
<i>Music hits its peak right as the panoramic view is shown, almost symphonic</i>	<i>Man then walks through the exit and is greeted by a beautiful natural landscape, the camera gives a panoramic view of the colorful environment</i>
<i>Music continues until the end of the commercial</i>	<i>Man pulls out burger from burger king and begins eating it</i>
<i>Music continues until the end of the commercial</i>	<i>Dirt and grease begin melting off the man as he becomes more colorful and vibrant</i>
<i>Music continues until the end of the commercial</i>	<i>Camera then gives close up of the mysterious paper bag, showing the burger king logo. Text then says “Fresh is better, it’s just natural”</i>

Video	seconds	Audio
Point with his at Lambert and his reaction from manufacturing scene	1 2 3	1 2 3
Dull/cold starts in the dark, not started	4 5	4 5
Camera then shows a close up of a man working for a long time, looking in his factory exhausted.	6 7 8	6 7 8
Bell goes off	9 10	9 10
Carry through from last scene	11 12	11 12
Man looks down looking from under a long, still a close up	13 14	13 14
Close up of mysterious paper	15 16	15 16
Long sharp sound out with sound man picks up bag	17 18	17 18
Man looking through dark tunnel with bag in hand, sound of bag door ways.	19 20 21	19 20 21
Man then exits the tunnel and is greeted by a smiling man handshake from pleasant and cheerful person, a view of landscape.	22 23 24 25	22 23 24 25
He then begins eating B.R. while enjoying the scene, pleasant but dirt rich off of him and he becomes more vibrant.	26 27 28 29	26 27 28 29
Commercial ends with close up of B.R. over his with text that says "Speech is better, it's just money"	30	30

Digital and Social Ads

Social Ad #1



Burger King

Fresh, flavorful food tastes better, it's just natural! Learn more about our authentic menu here: <https://BurgerKing.com/>



22:15 · 25 jun. 20

26 Retweets 74 Likes



Simple Twitter ad that displays Burger King products in an environment that fits the ad campaign

CTA: “Learn more”

- Easy segway into the link
- Takes the user to a breakdown of Burger King’s natural menu

Purpose: To advertise Burger King’s food in a natural environment, suggesting that it’s all natural

Targeting: Will show up on anybody’s timeline that is following fast food or food related twitter accounts, or food related topics.

Social Ad #2



Follows Burger King's punny advertising tone

CTA: "Click the link in our bio"

- Simple and reusable
- Not too aggressive

Fits with ad specs

Targeting: Will be targeted towards those who follow fast food accounts and food accounts in general on Instagram

Digital Ad #1



Overview: Simple banner ad that shows the difference between an all natural Burger King burger and a burger that has artificial preservatives.

CTA: “You Decide”

- Simple and assertive
- At the bottom of the page
- Personal

Purpose: Show the user the difference between a natural and artificial burger

Follows LEAN

Targeting: Will be shown on food and nutrition websites

Digital Ad #2



BEFORE



AFTER

Overview: This is a small minigame that any user can play, that gets rid of a preservative every time you click the burger running across the ad on the conveyor belt. Once the game is complete it will redirect to the BK website with information on the all natural menu.

CTA: “Click to Remove the Preservatives”

- Not too aggressive
- At the top of the ad and out of the way
- Personal

Purpose: To give the user a fun mini game to play

Follows LEAN

Targeting: Will be served primarily on food and nutrition websites. Could also be served on kids websites because kids love fast food and games, however they aren't the target audience.

Keyword Text Ads

Don't Wait! Get up to 75% Off Your Next Fresh Meal From Burger King!

Play the “Natural vs. Artificial” game to earn up to 75% off in coupons valid until December 1st. Learn more about Burger King’s authentic menu by playing!

Up to 75% off Burger King!

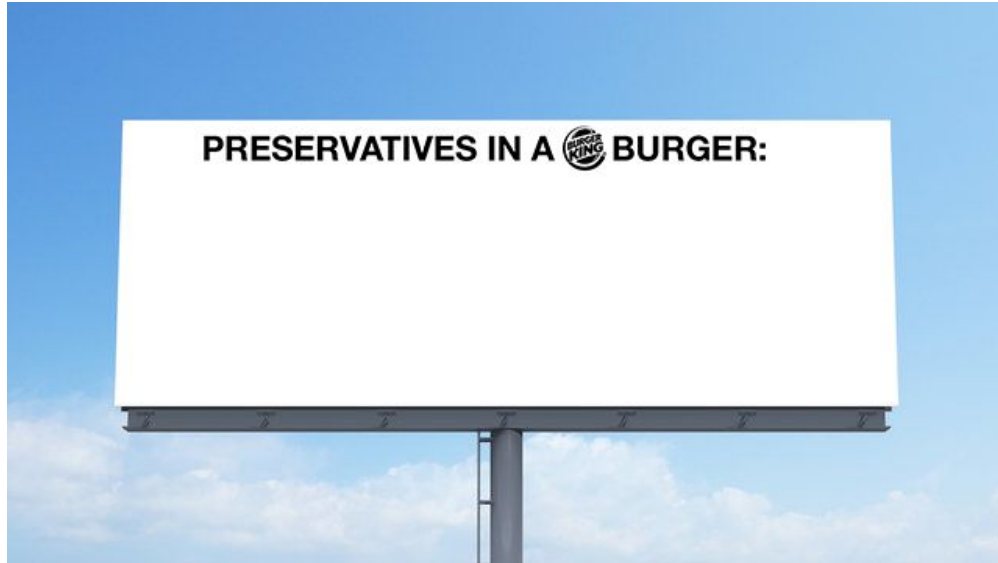
Experience Burger King’s preservative free menu for a fraction of the cost.

All Fresh. Never Artificial. Learn More about Burger King’s Authentic Menu

Burger King has gone all natural, learn more about it here!

- Easy to follow CTA’s
- Not too wordy and get the point across
- Plenty of key words and phrases

Additional Tactic #1 - 00H



- Fits with the campaign objective
- The negative space will be eye catching to the consumer, but not too obnoxious
- Easy to read while driving down the road or freeway
- Different from other tactics but still carries same idea

Why Will It Work?

When reading a billboard of any kind, it's very difficult to not only get the person's attention, but also get them engaged with it and get the point of it across to them. This ad is eye catching, but not in an obnoxious way. Plus, it easily conveys the entire point of the campaign with one simple phrase that is easy to understand.

Additional Tactic #2 - Promotional

A promotional advertisement for Burger King. The background is black. On the left, the text "THERE'S NO HIDING FROM THESE DEALS" is written in white, bold, sans-serif font. Below it, "50% OFF" is written in a much larger, white, bold, sans-serif font. At the bottom left, in a smaller white font, it says "YOUR NEXT MEAL AT BURGER KING (VALID THRU X/X/X)". In the top right corner is the Burger King logo. On the right side, there is a close-up image of the Burger King mascot's face, wearing his crown and a white ruff. A bright, multi-pointed starburst light effect is centered over the mascot's face, creating a high-contrast, eye-catching visual.

**THERE'S NO HIDING
FROM THESE DEALS**

**50%
OFF**

**BURGER
KING**

**YOUR NEXT MEAL AT BURGER KING
(VALID THRU X/X/X)**

- Promotional ad that will be sent via mail and email for all Burger King subscribers
- Offers a good deal to the consumers and also gives them a deadline to use it
- Negative space and not too busy, yet still eye catching
- The discount is big and takes up most of the page

Why Will It Work?

The goal of this promotional ad is simple; To give the person who receives it a significant discount as well as a reasonable deadline to use it by. Like the OOH ad, this promotional ad also takes advantage of negative space to a certain extent, making it a little bit more eye catching, but the main focus is clearly the “50% Off”, as well as the Burger King mascot on the side of the ad.