

# *BK Stealth*

Burger King wanted to effectively target consumers who visit competitor fast food restaurants via a loyalty incentive. This aimed to encourage purchase in order to secure growth versus its nearest competitors, and encourage current consumers to remain loyal to the Burger King restaurant chain.

## *Objectives*

To target and encourage Scottish consumers who eat at competitor restaurants to visit Burger King restaurants instead via a sales promotion loyalty card.

- To drive footfall into Burger King restaurants.
- To increase awareness of the Burger King brand.
- To increase sales in Burger King restaurants.

## *Strategy*

- To select and procure town centre sites in Scotland in proximity to Burger King and its competitors.
- To develop solutions for producing campaign communication tools.
- Source, select and manage teams of staff.
- Develop a uniform solution in line with client requirements suitable for time of year.
- Create a logistics plan to transport and manage stock on the road.

## *The Campaign*

Burger King Crown loyalty cards were produced detailing 4 discounted promotional meal options.

Consumers were 'yellow carded' with BK Crown loyalty cards by brand ambassadors dressed to resemble referees.

The loyalty cards gave consumers exclusive deals at participating Burger King restaurants, to encourage new consumers to frequent Burger King restaurants as an alternative to competitors and reward existing consumers to strengthen brand loyalty.

A team of 80 brand ambassadors distributed BK Crown Cards over an 8 day period in 5 Scottish town centre/ city locations.

The brand ambassadors operated in small teams and worked off plan when necessary to concentrate on higher footfall sites to maximise campaign reach, such as entrances to shopping centres, points of interest, local business areas and universities.

Locations to target at specific times were carefully managed to coincide with opportunities for heightened footfall such as rush hour at public transport points.

To ensure effective distribution, stock levels were carefully managed through set replenishment points throughout the day. Well planned restocking points allowed for safe storage of cards.

## *Target Audience*

- Consumers of competitor restaurants
- Existing Burger King consumers
- Students
- Families
- Professionals

## *Results*

In total 94,500 cards were distributed over the 8 day period.

Burger King experienced a sales uplift of 19.3% on Crown Card meals over a 4 week period post campaign.

Crown card purchases drove incremental sales, 60% of all promotional deal purchases included other Burger King products.

Burger King saw an increase in both traffics and sales in the targeted Scottish restaurants vs. a control group in a 3 month and 1 year pre period.

Brand awareness was driven through the Crown Card distribution and via the team who were able to direct consumers to their nearest Burger King restaurant.

