

THE WHOPPER REPLY



Kampagnens title: The Whopper Reply

Kunde: Burger King

Produkt: Social Campaign

1. Kampagnens title: The Whopper Reply

Kunde: Burger King

Produkt: Social Campaign

2. År shortlistet/vundet ved CCA

2021, Advertising & Digital Advertising – Promo & Activation, Gold

2021, Advertising & Digital Advertising – SoMe Campaigns, Gold

2021, Advertising & Digital Advertising – Earned Media, Silver

3. Executive Summary

Burger King had lost relevancy and connection with Danish consumers. One reason: The brand had neglected its digital customer service for years – but Burger King wasn't the only one, it was an industry-wide phenomenon.

We set out to change that and created The Whopper Reply. A stunt where we took over McDonald's customer service on Facebook for one night.

With impressive results: Reach of 200+ impressions, 100+ news pick-ups, and an increase of preference over McDonalds by 43%. Further, we upped Whopper sales by index 118 and changed Burger King's perception of great customer service, setting new industry standards.

4. Har du tidligere indsendt denne kampagne I Creative Effectiveness/Creative Impact?

No.

5. Hvad var målsætningen for kampagnen?

Over the last years, Burger King had lost its meaning for Danish consumers – particularly for young people, who had a vague perception of the brand. As a reaction, Burger King Denmark had initiated a wide range of improvements to better

the customer experience. From made-to-order Whoppers, to fresher ingredients, to new and improved restaurants and of course better customer service.

However, the brand was still lacking awareness, which is why we were tasked to get Burger King back on people's radar.

The brief was to change the perception of Burger King's online customer service and drive new customers to restaurants to try the Whopper. We had a very limited budget to roll out, so we needed a creative idea that could create awareness and get people talking. We made a deep sweep of our social channels to understand past customer interactions and how to improve them in the future.

The goal we set ourselves: **Improve Burger King's customer service on all digital channels, and thereby set an example and standard for the entire industry.**

Overarching objective: Create Awareness

The campaign's primary objective was to expand the perception of the Burger King brand associating it with "great customer service" and building preference to visit Burger King before considering McDonalds. As with most of our activations we are always interested in getting the Whopper into the hands of people that might not visit our stores every day.

To manifest our objective, the following commercial, marketing and communication objectives were set:

Commercial objective

- Increase preference to visit Burger King instead of McDonalds by 20%.
- Drive sales of our beloved Whopper.

Brand objective

- Build the association between Burger King and great service.

Communications objectives

- Create reach with a small budget.

- Generate more than 50% positive engagement online.
- Get McDonalds customers to sample the Whopper.
- Leverage PR to amplify the campaign.

6. Beskriv ideen og arbejdet som sådan – og forklar hvilke kanaler, der blev brugt i eksekveringen

Notoriously bad at customer engagement

Being tasked with improving the online customer experience, we took a deep dive off our social channels and realized that we had been neglecting our customers online. We had simply forgotten to interact with our audience on Social Media.

But we weren't the only ones in the industry. In fact, most fast food chains in Denmark performed poorly at engaging with their customers on their Social Media channels with the majority of posts and questions being left unanswered.

Interestingly, at the same time, consumers were overly engaged. The fast food industry as a whole has one of the highest online engagement rates, with comments and tweets reaching into the thousands on a daily basis¹ Especially in the burger community, people love to talk about and interact with their favorite brands. This was our opportunity.

Insight: Fast food chains neglect their customers on social channels.

There was a powerful insight here, and we had the chance to address it. Not only did we want to improve our own service, but we also wanted to set a new industry standard. Because why only help our own customers, when we could help the competitors' too?

¹ <https://www.qsrmagazine.com/outside-insights/3-ways-fast-food-brands-can-win-social-media>

The idea: The Whopper Reply

BK Denmark takes over McDonald's customer service on Facebook for one night.

The whole industry was struggling with bad customer service and obviously, there's no one better fit to help our friends at McDonalds than BK. So we developed "The Whopper Reply", where we snuck into McDonald's Danish Facebook profile for one night providing some long-lost customer service to more than 1136 neglected Facebook posts – all with a tongue-in-cheek reply.

With The Whopper Reply we helped McD get back to a disgruntled online community with more than just an answer; every reply included a voucher for a free flame grilled Whopper that McCustomers could pick up at the nearest BK.

To make each voucher personal, we developed a digital tool that applied the first name of every individual to all the links we shared, thus linking every reply with a personal greeting when people arrived at the voucher page.

This way we created thousands of unique URL's to make the experience even more personal and welcoming - inviting McDonalds fans into the BK universe.

Execution

The stunt itself was divided into three steps:

Step 1: Getting our own house in order

First, if we wanted to hijack McDonald's Facebook page, we needed to get our own customer service in order. We went back as far as Facebook allowed us to and reacted to every unanswered inquiry on 40 different local Burger King pages in Denmark, resulting in more than 2.000 comments. Along with every answer, we gave away a free Whopper to make up for the late response.

Step 2: Game Night

After months of confidential planning, we gathered a team of 15 copywriters to write as many funny and unique replies as possible over the course of one night to make

sure that every online community manager from McDonald's was sleeping and wouldn't block Burger King's profile.

We wrote more than 1100 unique responses on McDonald's Denmark's Facebook page as well as over 30 local pages stretching more than 8 years back in time (see below for an example).



At 8AM we launched a film about the project that we edited overnight and tagged McDonald's saying "we're here for you" as a last comment on the stunt we just pulled and our main piece of evidence that created PR for the activation.

Fans of McDonalds woke up to long-awaited replies on comments they had made years ago and free Whoppers as a reparation. The reactions were beyond positive.

Step 3: Going forward

From here on forward, customers could redeem their voucher for a free whopper within 48 hours at any Burger King restaurant in Denmark. Further, we worked with 20 micro-influencers and our in-house PR agency to communicate and promote "The Whopper Reply". What's more, from now on any customer enquiry on Burger King's channels will be answered within 24 hours.

7. Hvad var strategien bag det kreative arbejde?

To make an impactful message about Burger King's ambition to elevate customer service, we went deep into data gathering in order to find the right approach for a campaign.

Our research proved that burger lovers were left hanging on McDonald's Denmark's Facebook page and local restaurant-pages - and discovered that only about 10% of the comments and complaints had been answered within their social platform.

Neglecting a highly engaged audience on social channels was our opportunity – and our approach was too help out. Not just our own customers but McDonald's too, as the community is pretty much the same.

We replied to every individual with a free burger, proving our knack for customer service with a clear CTA to sample our hero product, the flame grilled Whopper.

8. Hvad var kampagnens umiddelbare kreative impact?

The Whopper Reply shows impressive results, outperforming the set objectives on every measure.

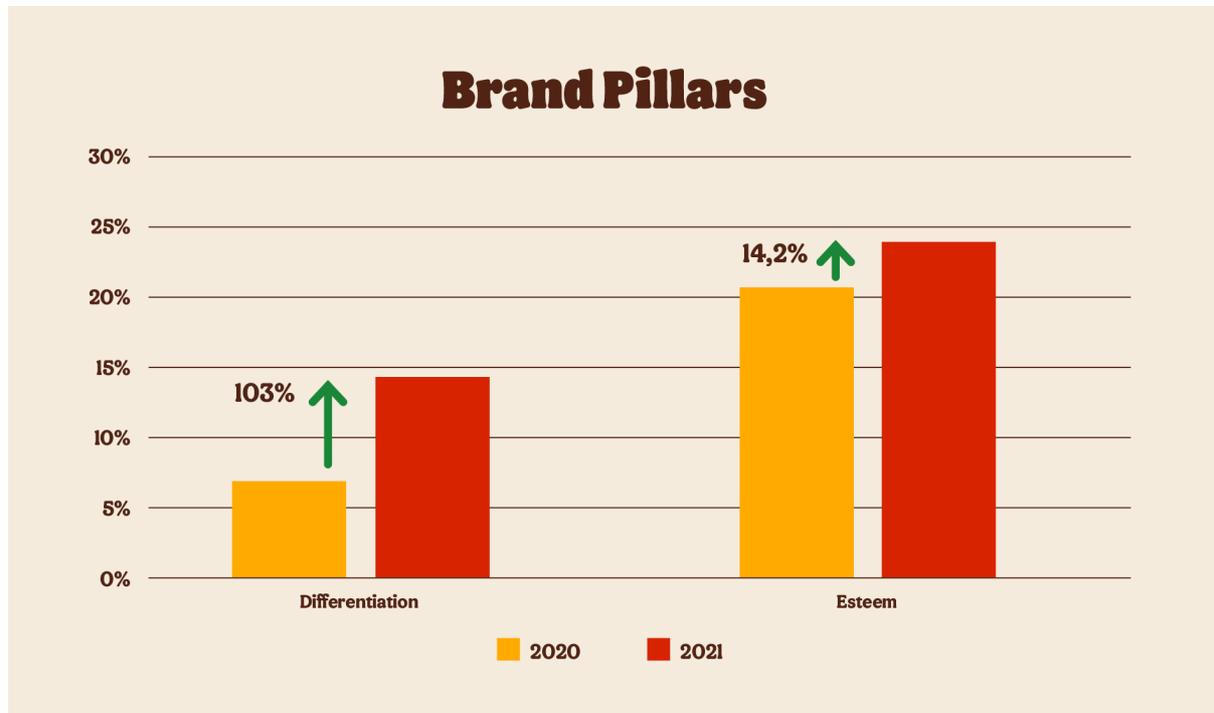
Build association between Burger King and great service

Along with the campaign's overall goal of driving awareness, we wanted to expand the perception of the Burger King brand associating it with "great customer service".

After the campaign, perception of customer service in relation to Burger King had increased significantly by 110%. This is further supported by the change in differentiation and esteem – both increased from 2020 to 2021. While esteem increased by 14%, differentiation went up by 103%².

² WPP BAV Data

Lastly, looking at the service level on Social Media, Burger King's perception increased by 10.19% while McDonald's decreased by 16.17% in the same period. Thus, taking Burger King from a disadvantaged position to a tie in a battle of burgers.



Create reach with a small budget

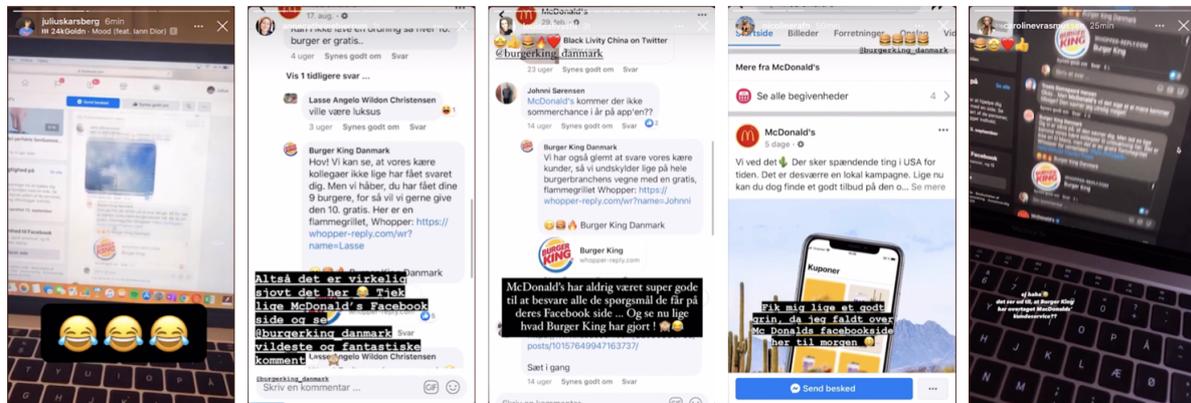
Creating a Social Media Campaign, reach was set as one of the main objectives. The main challenge, to do so on a small budget. The outcome was impressive, as

The Whopper Reply achieved 248 million impressions worldwide with a media spend of only \$2,500. What's worth mentioning here is that what started as a Danish stunt, gathered reach on a global scale.

More than 50% positive engagement online

While we wanted to show customers what great customer service meant, we also made a bold move. Not only because of the cheeky tone of voice we used but also because we hijacked a competitor's profile answering to their fans comments – in a category where customers are brand loyal – it's a "either McDonalds or Burger King" mentality.

Thus, we set positive engagement to cautious 50%. The results however show our concerns were not justifiable as 80% of all online reactions were positive towards the initiative. Some of the reactions:



Get McDonalds customers to sample the Whopper

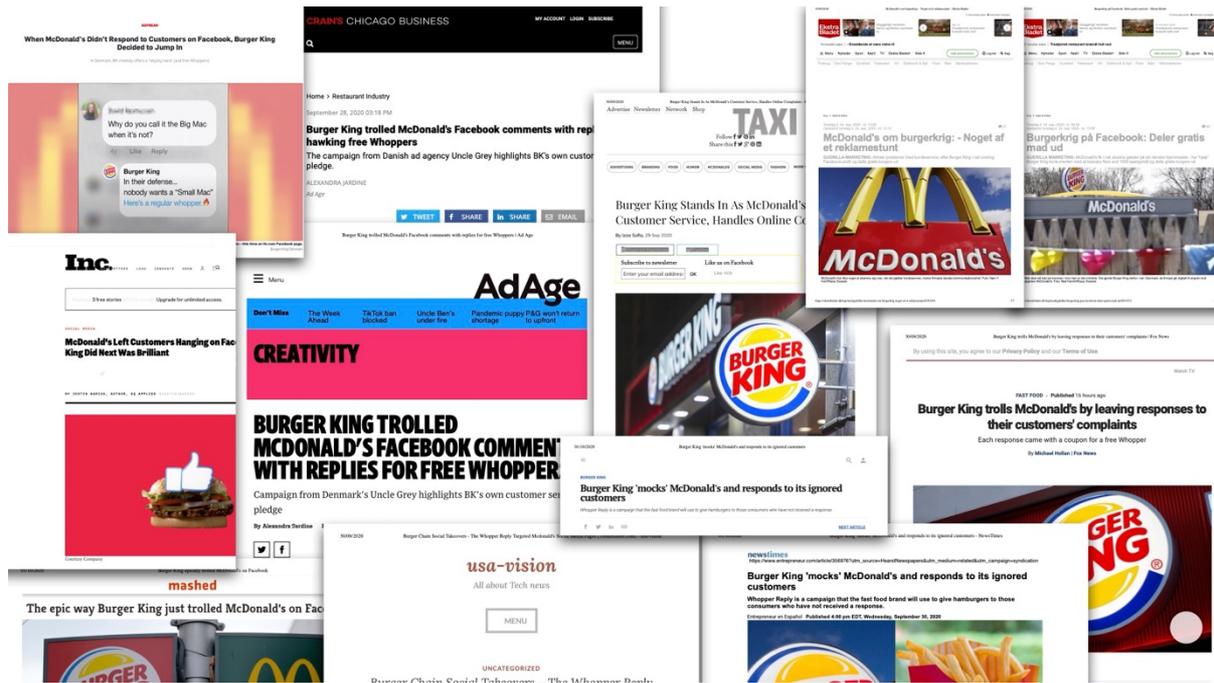
In line with our replies on McDonald's Facebook page, we gave away vouchers to sample a free whopper – all in an attempt to get McDonald's fans to try our burger, discover their love and eventually switch over. With 93% of all vouchers being claimed in Burger King restaurants, we outperformed expectations.

Leverage PR to amplify the campaign

Lastly, if we wanted to stir up the conversation and change perception beyond the stunt, we needed to get media onboard. Over 100 news articles both from national and global news outlets covered The Whopper Reply.

The campaign gained attention from leading news publications such as Fox News, CNN, and TV2. But also connected with Adweek, AdAge and Adsoftheweek. Similarly, Denmark's leading tabloid newspapers, Ekstra Bladet, Berlingske and Dagens.dk, as well as Resumé and Contagious reported the story.

95% of all media talked about The Whopper Reply in a positive way. Some of the headlines being *"The Epic Way Burger King Just Trolled McDonald's On Facebook"* (mashed) or *"When McDonald's Didn't Respond to Customers on Facebook, Burger King Decided to Jump In"* (AdWeek).



Maybe most surprisingly Facebook's response when they contacted us regarding The Whopper Reply, saying "We've never seen anything like this before".

9. Hvilken kommerciel effekt/værdi løftede kampagnens kreative impact?

What started out as an initiative to improve the "great service" perception of Burger King became an initiative that was able to drive both preference and sales.

Increase preference to visit Burger King instead of McDonalds by 20%

With an increase in preference of 43% to visit Burger King instead of McDonald's across the entire country, we outperformed the set 20% by more than double. The campaign tipped the scales in Burger King's favor. While preference for Burger King increased by 4,62%, preference for McDonald's decreased by 9,12% in the same period.

Drive sales of our beloved Whopper

Sales of Whoppers increased to index 118 after the campaign, exceeding previous campaigns with more than 200% and showing that a creative idea can sell a lot of tasty Whoppers.

Summarizing comparison of objectives and results:

	Objectives	Results
Commercial	<ul style="list-style-type: none">• Increase preference to visit Burger King instead of McDonalds by 20%• Drive sales of our beloved Whopper	<ul style="list-style-type: none">• Preference to visit increased across Denmark: 43%• Preference increase intent significantly: Burger King increased by 4.62% while McDonald's decreased with 9.12%• Sales of Whoppers increased to index 118 after the campaign.
Marketing	<ul style="list-style-type: none">• Build association between Burger King and great service	<ul style="list-style-type: none">• Perception of great customer service in relation to Burger King increased by 110%• Perception of service on digital channels: Burger King went from a disadvantage to at tie in the battle of the burgers: BK up with 10,19%, McD down with 16,37%
Communication	<ul style="list-style-type: none">• Create reach with a small budget• More than 50% positive engagement online• Get McDonald's customers to sample the Whopper• Leverage PR to amplify the campaign	<ul style="list-style-type: none">• Reach: 248 Million Impressions (worldwide).• Engagement: 80% of online reactions towards the initiative were positive.• 93% of all vouchers sampled on McDonalds FB was claimed.• PR: Over 100 news articles (national & international), 95% positive

10. Er der andre faktorer, som kan have indflydelse på den kommercielle effekt/værdi eller den forretningsmæssige udvikling?

We stumbled on a great category insight that was able to leverage an already established competitive relationship between the two arch rivals, effectively leveraging a narrative that had been established for years. That helped drive massive interest in our “teasing/provocation” and got the media engaged from the outset of the activation.

11. Skubbede arbejdet til grænserne for, hvordan kreativitet kan give impact på forreningen?

The Whopper Reply showed the commercial value of getting your brand into popular culture and leaning into an established and enjoyed narrative between

two competing brands. It illustrated the power of focusing on being entertaining while trying to accomplish what can seem like a very pedestrian and boring brief. Showcasing the power of creativity - even if you are talking about online customer service.