

Burger King Marketing Analysis

CW1 Assignment 1

CU RKL JAN 21 // Digital Marketing & Campaigning

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OBJECTIVE

Conducting market research based on marketing mix (4Cs & SWOT) & techniques for audience & consumer (Demo- & Psychographics) of Burger King to align their current positioning.



RESEARCH RESOURCES

Based on online researches & case studies of the brand in global & local markets

- Burger King Website
- CNBC
- UK Essay
- Statista
- Wikipedia
- Marketing Week
- Marketing 91



WIKIPEDIA

MarketingWeek



COMPANY BACKGROUND

Burger King (often known as BK) is a US multinational chain of fast food restaurants. BK sells hamburgers, French fries, and soft drinks and is known as the second largest hamburger fast food chain in the world.

Established in 1954 in Miami, Florida, by David Edgerton and James McLamore named as “Insta Burger King” then and changed the name to Burger King later. Burger King has now more than 15,000 restaurants around the world in more than 100 countries.

Sources:

<https://bit.ly/3pz9bbb>

<https://bit.ly/3tfqar1>



David R. Edgerton, right, with his Burger King partner, James W. McLamore, in the 1960s

Source: [NY Times](#)

COMPANY BACKGROUND



First Burger King restaurant in Miami, 1954
Source: [abcnews](#)



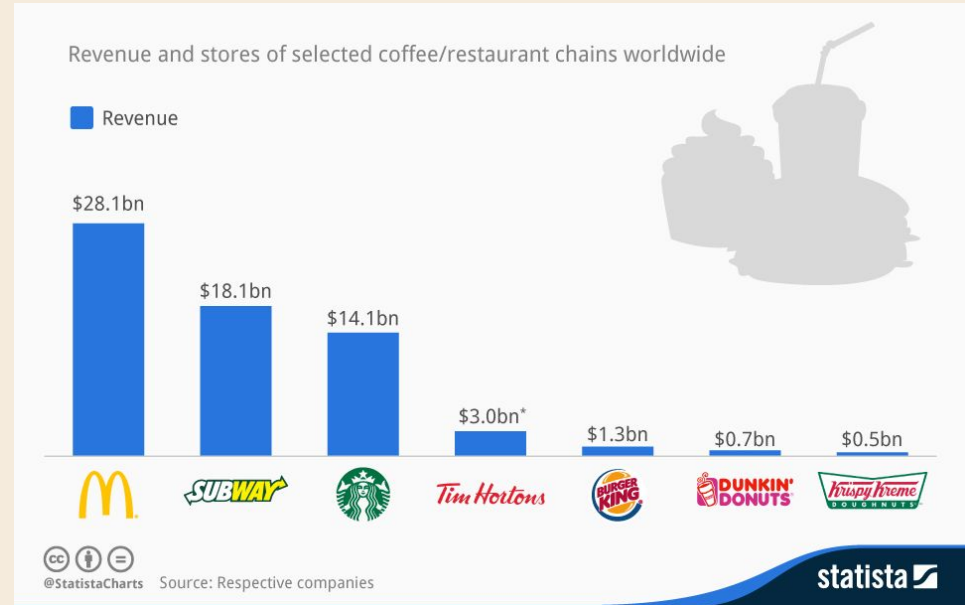
A Burger King outlet in Wallingford (UK), 2017
Source: [eco business](#)

COMPANY PERFORMANCE

The company's shares are owned mostly by 3G Capital, a Brazilian investment company. But it is also owned by shareholders and used to publicly trade on the New York Stock Exchange under the ticker BKW.

Annual Revenue 2020
USD 1.3bn

Source: [statista](#)



Source: [statista](#)

CLASSICS

ADD REGULAR FRIES AND PEPSI AT JUST ₹120 70

SAVE UPTO 40%*

BK® VEGGIE
SUPER SAVER MEALS
REGULAR ₹139
MEDIUM ₹159
KING BURGER ₹179
Burger ₹69



100% VEG

NEW SAUCY

VEG SURPRISE
SUPER SAVER MEALS
REGULAR ₹159
MEDIUM ₹179
KING BURGER ₹199

89



100% VEG

VEG CHILLI CHEESE
SUPER SAVER MEALS
REGULAR ₹165
MEDIUM ₹185
KING BURGER ₹205
Burger ₹95



NEW 100% VEG

PANEER KING™
SUPER SAVER MEALS
REGULAR ₹189
MEDIUM ₹209
KING BURGER ₹229
Burger ₹119



100% VEG

BK® GRILL CHICKEN
SUPER SAVER MEALS
REGULAR ₹149
MEDIUM ₹169
KING BURGER ₹189
Burger ₹79



100% VEG

100% VEG



pepsi

CHICKEN CHILLI CHEESE
SUPER SAVER MEALS
REGULAR ₹169
MEDIUM ₹189
KING BURGER ₹209
Burger ₹99



NEW 100% VEG

CHICKEN TANDOOR GRILL
SUPER SAVER MEALS
REGULAR ₹209
MEDIUM ₹229
KING BURGER ₹249
Burger ₹139



NEW 100% VEG

*Taxes as applicable. T&C apply. TM & ©2017 BURGER KING CORPORATION. USED UNDER LICENSE. ALL RIGHTS RESERVED. Only pepsi/diet pepsi/mountain dew contain caffeine. Contains no fruit juice. Contains added flavour. Images in this advertisement are illustrative and do not represent the actual products. *On Regular fries and Pepsi meal.

Burger King's Menu Sample



WHOPPER[®]

Whopper, a successful product of BK.
Source: [CNN Business](#)

EARLIER AD CAMPAIGNS



1960's - 70's Burger King TVCs
<https://youtu.be/eejA2HF5-EQ>

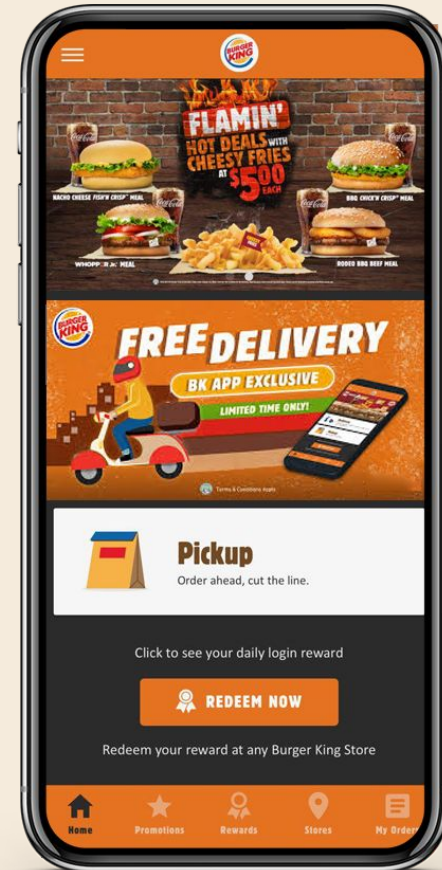
RECENT AD CAMPAIGNS



2020 Burger King Ad Campaign - Moldy Whopper
<https://youtu.be/0ef7xw2J500>

SERVICE FEATURES

- Free / cheap delivery (on BK App)
- Schedule your pickup
- Rewards and points
- Free daily points to redeem



Burger King [Mobile App \(SG\)](#)

BURGER KING APP (SG)

DIRECT COMPETITORS



Revenue (2020)
\$20.8bn

No. of Locations
38,600

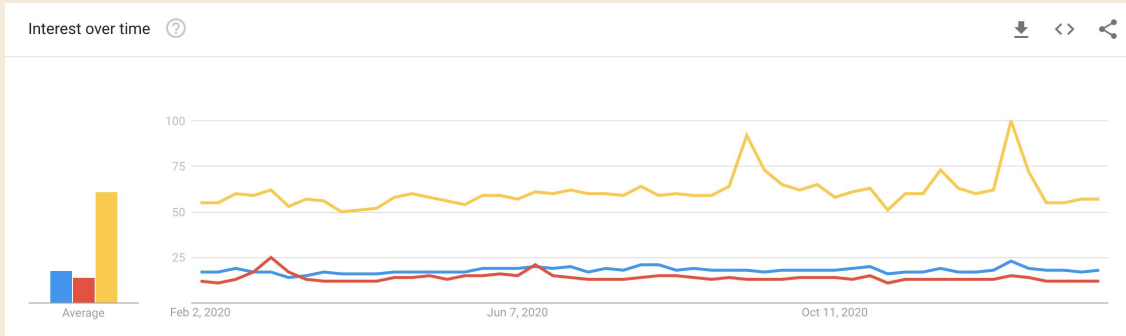
Source: <https://bit.ly/2MDri19>



Revenue (2020)
\$452ml

No. of Locations
6,490

Source: <https://bit.ly/3csmjuX>



BLUE: BK - RED: Wendy's - YELLOW: McDonald's

**BURGER KING
VS
WENDY'S & MCDONALD'S**

**Internet search over time of
Feb 2020 to Jan 2021**

Source: [Google Trends](https://www.google.com/trends/)

4C's

Digital Marketing Model

Consumer
Cost
Communication
Convenience

Consumer

- **Quick & Fast to Order and Eat**
Prepared hamburgers, fries and drinks for customers to quickly order, pick up and/or eat at their restaurants.

Source: <https://bit.ly/3cqYuE7>



Consumer

- **Customizable**
BK provides customized hamburger orders where their customer can customize the ingredients of their hamburger sandwiches.

Source:

<https://bit.ly/3j4xL1l>

<https://bit.ly/36vkVEm>



Build it YOUR WAY.™

At BK®, you don't just order a meal. You create it.
Choose from the menu on the left and customize your sandwich.
Share your meal online or bring a print out into your local
BURGER KING® and order your new creation.

Consumer

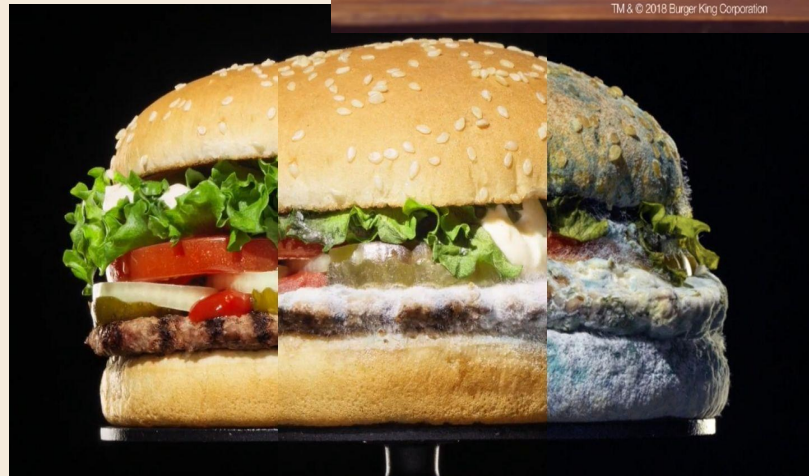
- **Good Taste & Healthier Choices**
Making tasty burgers is one of the marketing strategies of BK. Their ad campaigns such as “Taste is King” and “Moldy Whooper” were promoting these marketing concepts.

Source:

<https://bit.ly/3pMHYSN>

<https://bit.ly/3t5lvRA>

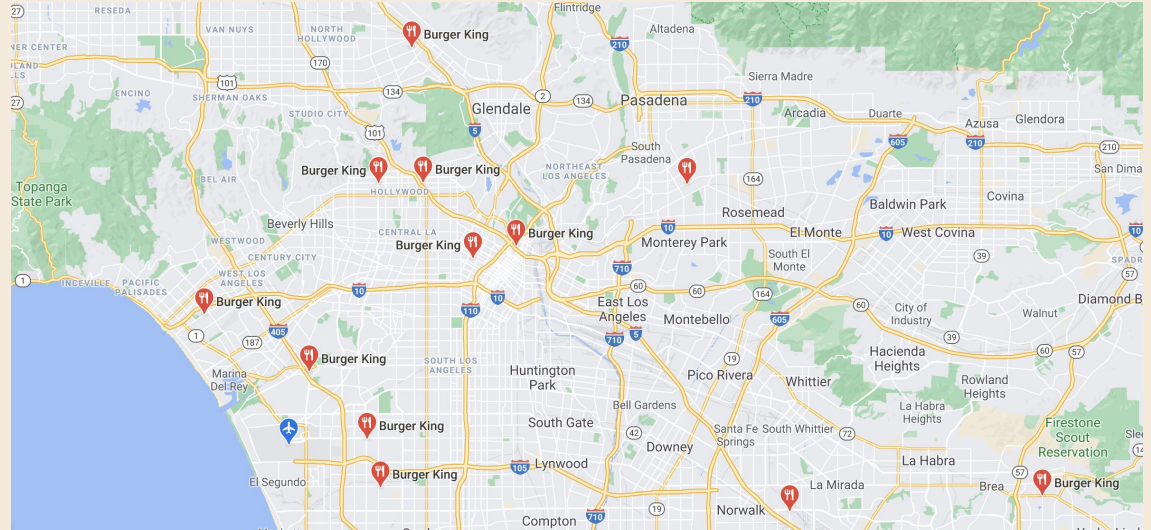
<https://cnb.cx/36nzhGL>



Cost

- **Easier Accessibility**
BK restaurants are available in different locations (especially in the US) to make the access to fast food ordering easier and at lower costs.

Source: <https://bit.ly/3anDvza>



Cost

- **Free-Delivery**
Burger King offers free-delivery with orders placed using the BK app in order to help customers save money.

Sources:

<https://apple.co/3r72jLL>

<https://bit.ly/36uyTGp>

<https://youtu.be/7o7iWRBYLOk>

<https://youtu.be/tCDNc7j861E>



Cost

- **Reusable Packaging**
Starting from the US market, BK is offering reusable packaging for their fast foods. This will help customers to have a re-use of and save on what they have paid for instead of throwing it away.

Sources:

<https://bit.ly/3ahPnD0>

<https://cnn.it/36oKOpa>



Communication

- **Available on Social Channels (Two-way)**

BK public relation is quite active on social media. They are available on all major social channels such as FB, Twitter, Instagram and LinkedIn. They are quite responsive and take feedback and comments into consideration.

Sources:

<https://bit.ly/3j1bHVg>

<https://bit.ly/3akluR7>

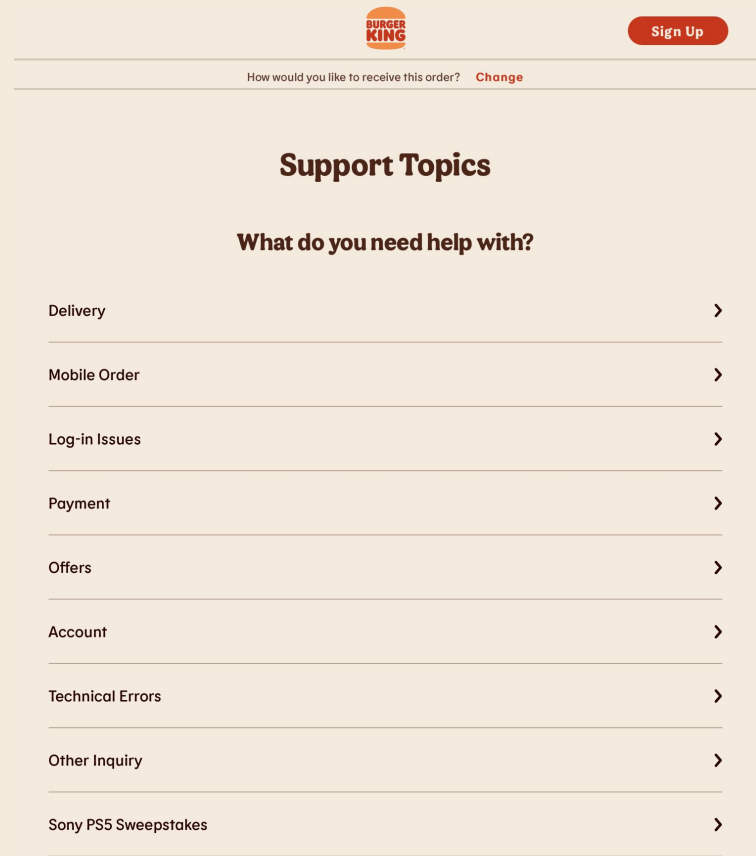


Communication

- **Active Online Support**

The contact section on BK website and app is very in-detail. They have sections regarding customers issues from delivery, technical issues, payment and suggestions - redirecting the customer to the appropriate support department.

Source: <https://bit.ly/2MDs9yT>



Convenience

- **Alternative Ways to Order**
BK offers alternative ways to order such as drive-thru, through BK app and through the 3rd party services such as Uber Eats, Grab Food and they are planning to make the order available even on Google searches.

Sources:

<https://bit.ly/2L3bHal>

<https://youtu.be/7o7iWRBYLOk>



Convenience

- **24/7 Availability to Order**
BK also has branches with 24/7 service. Plus, you can order BK meals everyday and anytime using the BK App.

Sources:

<https://bit.ly/3pMJjZP>

<https://bit.ly/3ozHbTx>



SWOT

Advertising Tool

Strengths
Weaknesses
Opportunities
Threats

Strengths

- **Global Presence**

Burger King has over 15,000 outlets in 100 countries. This growth relies on the success of their brand.

Sources:

<https://bit.ly/36nAJJd>

<https://bit.ly/3aif32d>



Strengths

- **Innovative Marketing**
BK consistently delivers unconventional and innovative marketing campaigns with stellar results to stay competitive and increase visibility - Campaigns such as Impossible Whopper, FIFA Team Up & Burn that Ad.

Sources:

<https://youtu.be/7ajikK-cvbg>

<https://bit.ly/2L2zfwM>

<https://bit.ly/3pMJLqZ>

\$2.5M
EARNED MEDIA
Source: ABMC

+25K
GOALS SHARED VIDEOS
Source: BK Internal Data

MOST USED TEAM
IN CARRER MODE

STEVENAGE CHALLENGE

THE SEASON THAT BURGER KING SIGNED THE BEST PLAYERS IN THE WORLD.

"THE BIGGEST TEAM IN THE WORLD, AT LEAST ONLINE."
ESPN

"BURGER KING IS GIVING YOU A FEW GOOD REASONS TO BE A STEVENAGE FAN."
Bloomberg

"EVERYBODY'S TEAM."
FourFourTwo

If a brand wants to sponsor Messi, Cristiano Ronaldo, or Neymar, they'd have to pay millions of euros. But Burger King realized that there is a way to endorse them without paying them a single penny.

A year ago, we became the main sponsor of a team at the bottom of English football's 4th division, Stevenage F.C.

Many thought it was a terrible investment. But it was going to pay off because we knew that if our logo was on their shirt, it was going to appear in FIFA 20 - the most played video game in the world.

Once the game came out with the new Stevenage F.C. shirt with our logo, we launched the #StevenageChallenge.

We invited gamers around the globe to play with our team, sign the best players, and score goals with them to get free BK food in return.

Not only did we receive tens of thousands of UGC content with Messi, Cristiano Ronaldo, Mbappe and Neymar wearing the Burger King logo (without having to pay them a penny), we turned a small team in real life into the biggest team online.

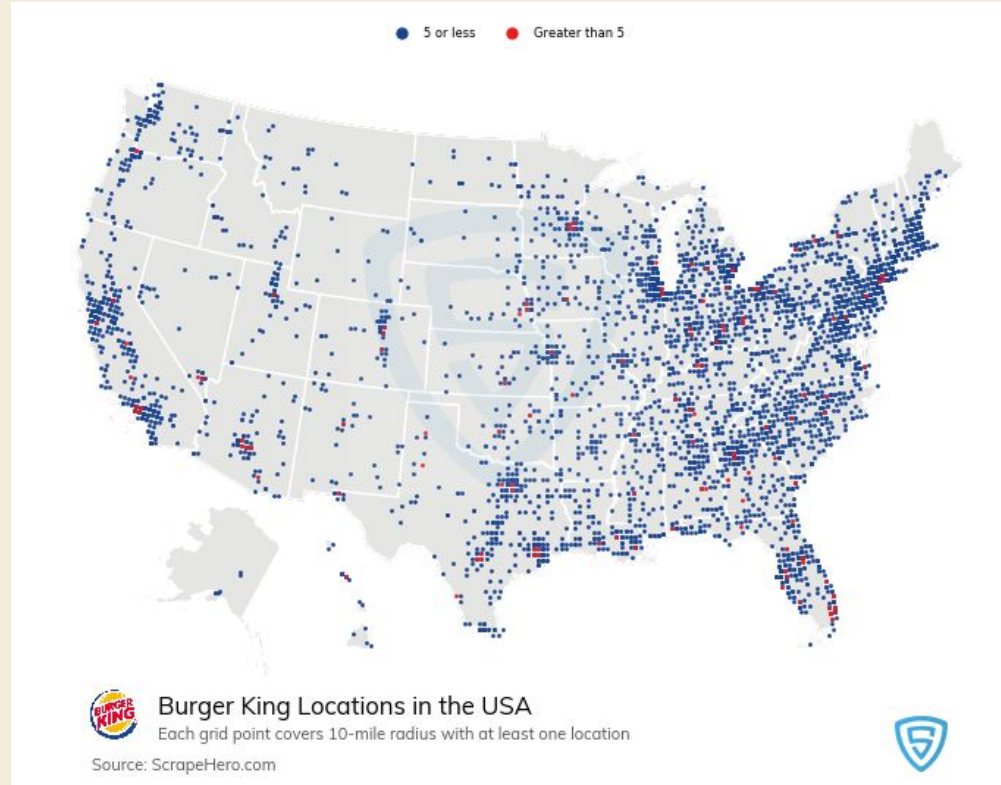
Logos at the bottom: ESPN, BOL, MARCA, yahoo! finance, The Sun, UOL, Bloomberg, FourFourTwo, PALCO23, msn, BS, B9, POSTCIP0, QSR, SPORT, alshelro vivo, UpdateerDie!, BESOCCER, Sports, SPORT INDUSTRY GROUP, Comet

Weaknesses

- **Mostly Focused on the US Market**
About 44% of Burger King's restaurants are based in the US which shows that BK focuses mainly on the US market rather than the global market which let the other competitors to be more active in the global market.

WORLDWIDE
16,500

US
7,257



Source: <https://bit.ly/39wx7X8>

Weaknesses

- **Lack of Stability in Ownership**

Ownership and management changes frequently (6 times so far). Any time the ownership and leadership of a business changes hands, continuity of its operations are disrupted.

Sources:

<https://cbsn.ws/3tbyna6>

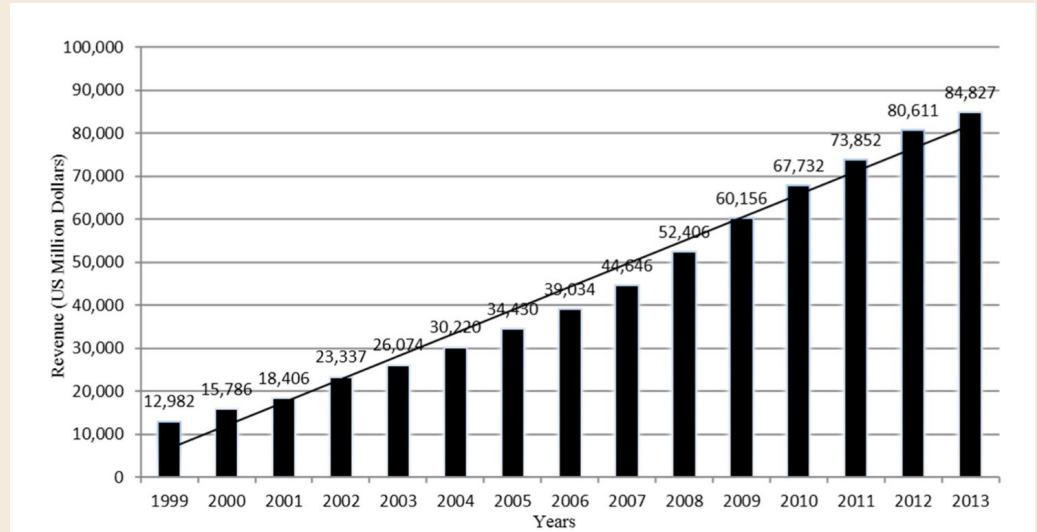
<https://bit.ly/3t7mEJL>

Opportunities

- **Market Extension
(in Asian Markets)**

China and India are significant markets for Western businesses. These two markets offer significant opportunities of growth.

Source: <https://bwnews.pr/2YBH7bf>



Source: <https://bit.ly/3pnC7TE>

Opportunities

- **Targeting New Generation**
BK creative campaigns created new opportunities to expand their market amongst different groups especially in digital generation. For example, the FIFA 20 campaign achieved revenues of \$1.6 billion for BK.

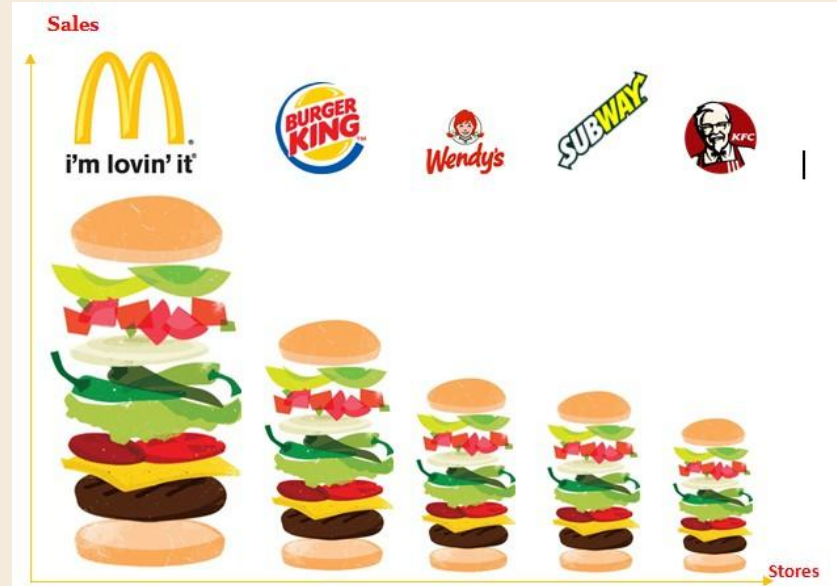
Source: <https://bit.ly/3ayEKvN>



Threats

- **Heavy Competition**
The level of competition in the fast food industry is high, eg. McDonalds, Wendy's & KFC.

Source: <https://bit.ly/3oHR8i5>



Threats

- **Adapting to Latest Technology**
New technologies developed by the competitor or market disruptor could be a threat to the industry in the medium to long term future (self-service Kiosk System).

Source: <https://bit.ly/36uyP9B>



Target Audience

Demographics + Psychographics



Demographics

- **Gender: Male & female (Young male/female, adults and families)**
- **Professionals, households, students**
- **Age range: 18 - 35**
- **Middle to upper class (Household income range: RM 3,000 to RM 10,000)**
- **Location: Global - Large Cities (Business Districts & Residential Areas)**

Sources:

<https://bit.ly/39zUQG1>

<https://bit.ly/3j53xeM>

<https://bit.ly/3r74Ufv>

<https://bit.ly/36pJzWY>



Psychographics

Value	Personality	Lifestyle
<ul style="list-style-type: none">● Premium (sub-premium) quality class● Looking for good taste dining	<ul style="list-style-type: none">● Customize their products - Make it special / Health conscious	<ul style="list-style-type: none">● Having fast foods 9 to 16 times per month

Sources:

<https://bit.ly/3ta13Sf>

<https://bit.ly/3r6zTbB>

<https://bit.ly/2Yxkqhk>

<https://bit.ly/39yNCCd>

BK current proposition

Be ~~Have it~~ Your Way

“You can and should live how you want anytime”

Customize and mix n’ match your fast food at Burger King

Source: <https://cnb.cx/3cCtuRA>

Thanks!

Looking for your feedback & comments

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