



# BURGER KING

**Taste the Difference!**



# OUR TEAM



Tram Anh Le



Tina Ho



Phuong Anh Nguyen



Tin Hei Clara Chung



Flandra Berbatovci

# SWOT

Strengths	Weaknesses
<ul style="list-style-type: none"><li>• Sustainable sourcing</li><li>• Large existing customer base</li></ul>	<ul style="list-style-type: none"><li>• Digital engagement is lower than competitors</li><li>• Promotions often not personalized enough</li><li>• Weak seamless app and store integration</li></ul>
Opportunities	Threats
<ul style="list-style-type: none"><li>• Gamification and loyalty programs drive engagement</li><li>• University and family targeting expands reach in customers</li><li>• Community-focused campaigns increase positive brand sentiment</li></ul>	<ul style="list-style-type: none"><li>• Competition from McDonald's, Wendy's, etc.</li><li>• Rising food costs impact pricing strategies</li><li>• Digital trends evolving quickly—risk of lagging behind</li></ul>





# PROBLEM STATEMENT

**Declining foot traffic and digital engagement**

- Web traffic dropped 11.48% in January 2025
- Disconnect between in-store visits and app promotions limits the increase of sales
- Lack of strong incentives slows the uptake of digital technology



# CUSTOME PROFILE



**John, a 20-year-old full time university student, works part time outside school hours.**



**Anna, a 30-year-old full time software developer, works full time from 9am to 5pm. Anna lives with her fiance and her child.**

# CAMPAIGN STRATEGY





FLAMEMASTERS

HOME

ABOUT

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OTHERS

# CROWN & CONQUER

**Crown Quest Challenge**

**Crown Streak Challenge**

**Crown For A Cause**



**DINE LIKE A KING  
GIVE LIKE A HERO**



DINE LIKE A KING, GIVE LIKE A HERO

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# CROWN QUEST CHALLENGE

**Mozarella Cheese**

Customers earn Crowns by scanning their membership during purchases and can redeem them for promotions, free add-ons, or meals in the Royal Rewards section—no high thresholds required.





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# CROWN STREAK CHALLENGE

French Fries

Rewarding frequent visits with extra  
Crowns and exclusive perks.





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# CROWN FOR A CAUSE

Double Beef

Allowing customers to donate Crowns to the BK Foundation, with a goal of 100,000 Crowns triggering a \$10,000 donation to SickKids. Those who donate 500+ Crowns earn a BK Hero badge and a chance to win a free BK meal for a week—turning dining into a meaningful way to give back.





# ROYAL RUSH POP-UP TOUR

The Royal Rush Pop-Up Tour brings Burger King to campuses with free samples, giveaways, and fun activities. Social media promos and live coverage drive engagement and app downloads.

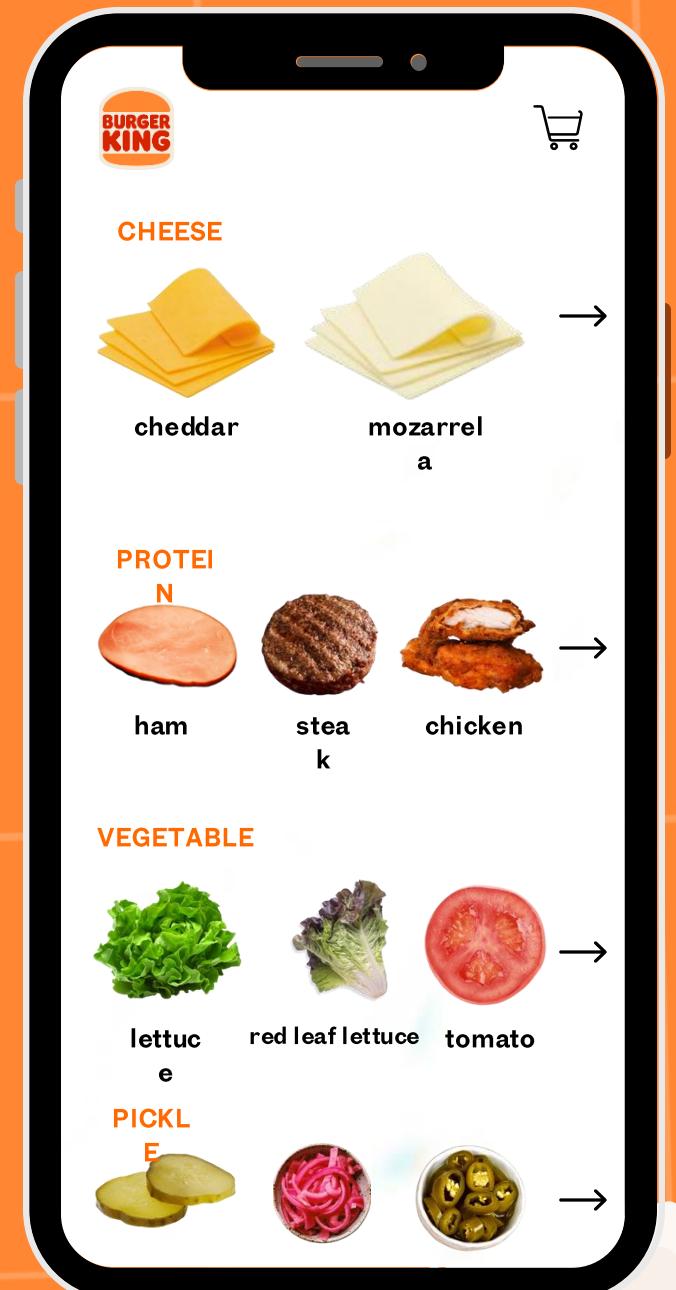






# BURGER KING SAVVY BITES

BK Savvy Bites offers a customizable value menu with mix-and-match discounts. Available in-store and on the app, users can redeem Crowns for savings. The campaign highlights fresh, Canadian-sourced ingredients, combining quality with affordability.





# SOCIAL MEDIA INFLUENCERS

The campaign boosts BK's visibility in Canada through influencers, mukbangs, and BK-themed games. Slushy Noobz, food reviewers, and Twitch streamers drive engagement, while a UGC contest rewards customers for sharing meals. Ads across TTC, bus stops, and stores enhance online and offline reach.



# TIMELINE



Activities	May - Jun	Jul - Aug	Sep - Oct
<b>Crown &amp; Conquer</b>			
<b>Crown Quest Challenge</b>			
<b>Crown Streak Challenge</b>			
<b>Crown for a Cause</b>			
<b>Royal Rush Pop-Up Tour</b>			
<b>Social Media &amp; Influencers</b>			
<b>Burger King Savvy Bites</b>			



# FINANCIAL PROJECTION

- Total sales 2025 projected: \$75,927,669
- Total expenses 2025: \$9,074,888.27
- Projected sales from the campaign: \$550,000
- Projected expenses for 6 months strategy: \$74,888.27
- Projected profit:  $$(75,927,669 - 9,074,888.27) = \$66,852,780.73$
- ROI for the campaign:  $(550,000 / 74,888.27) \times 100 = 733\%$

[Download App](#)



# RISK & MITIGATION



## 1. Low Crown Redemption Rates

- **Risk:** Customers save Crowns but don't use them
- **Mitigation:** Send reminders, boost rewards temporarily, enable one-tap redemption

## 2. Low Engagement in Social Campaigns & Pop-Ups

- **Risk:** Low turnout for events and social campaigns.
- **Mitigation:** Use student influencers, geo-targeted ads, app-only incentives, live coverage.





# CONCLUSION

- Burger King Canada's campaign connects online engagement with physical store visits to address declining traffic
- Crown & Conquer, pop-up events, and social media enhances brand visibility



- Encourages mobile app usage to drive customer interaction.
- Achieves a 733% return on investment



# APPENDIX

- Percentage sale growth each year: 4.9
- \$69,000,000 sales in 2023 -> total sales: \$75,927,669 in 2025 projected
- Administrative expenses: \$9,000,000
- Projected expenses for 6 months strategy: \$74,888.27
- Crown & Conquer: \$40956.27
- Pop-Up Events: \$10,532-14,932
- Social Media: \$19,000
- Projected sales from the campaign: \$550,000
- Total expenses 2025: \$9,074,888.27
- Projected profit: \$9,074,888-9,074,888.27 = 66,852,780.73
- ROI for the campaign:  $(550,000/74,888.27) \times 100 = 733\%$

## App feature development:

- Game Design: \$5,000
- Development: \$10,000
- Testing: \$3,000
- Deployment and Launching: \$2,000
- Maintenance: \$10,000



# APPENDIX

## Campaign 1: Crown & Conquer (\$41,068)

- Finished first 5 days challenge lucky draw
  - 1 week of free value BK meals (top 3 winners for finished 5 days challenge/ chance to win if donate 500+ crowns):  $\$16.39*21*3\text{meals} = \$1051.47$
  - Estimated 500 reusable Cup & Bowls (finish 5 days challenge/ visit app for 7 consecutive days):  $\$600$
  - a free add-ons (visit app for 5 consecutive days):
    - Estimated 2000 people:  $2000*\$5 = \$10000$
- Physical limited-edition “BK Hero” badge (donate 500+ crowns):
  - Estimated 50 people:  $\$100$
- 1000 crowns: sides or drinks \$3/ below:
  - Estimated 2000 people:  $2000*\$3 = \$6000$
- 5000 crowns: sides or drinks \$5/ below:
  - Estimated 1600 people:  $1600*\$5 = \$8000$
- 10000 crowns: a free BK value meal:
  - Estimated 500 people:  $\$8195$
- 100000 crowns: Free BK value meal for one week:
  - Estimated 20 people:  $\$7009.8$
- Estimation for 6 months:  $\$40956.27$



# APPENDIX

## Campaign 2 : Pop-up events (2 days per month, for 2 months)

- Tent (16x24): \$400 (with tables and chairs):  $400 \times 4 = 1600$
- Staff: 6-10 staff per event, working 8-hours shift at \$17/hour
  - Cost per staff: \$136
  - Total 10 staffs per event: \$1360
  - Estimated for 4 events: \$5440
- Electricity & Water: \$100-300 per event
  - Estimate for 4 events: \$600-1800
- Inventory: Burgers and Ingredient
  - Estimated sales: 100-200 burgers per day
  - Ingredients cost per burger: \$2.50
  - Total per event: \$250-500
  - Estimated for 4 events: \$1000-2000
- Marketing:
  - Social media ads: \$300-800
  - Influencers:
    - IG (Micro-influencers (10,000-50,000 followers): \$100-500 (\$200-1000 for 2 days)
    - Tiktok (Mid-tier influencers (100,000-500,000 followers): \$100-\$300 (\$200-600 for 2 days)
  - Prints ads/poster: \$100-300
  - Estimated total for 4 events: \$800-2700



# APPENDIX

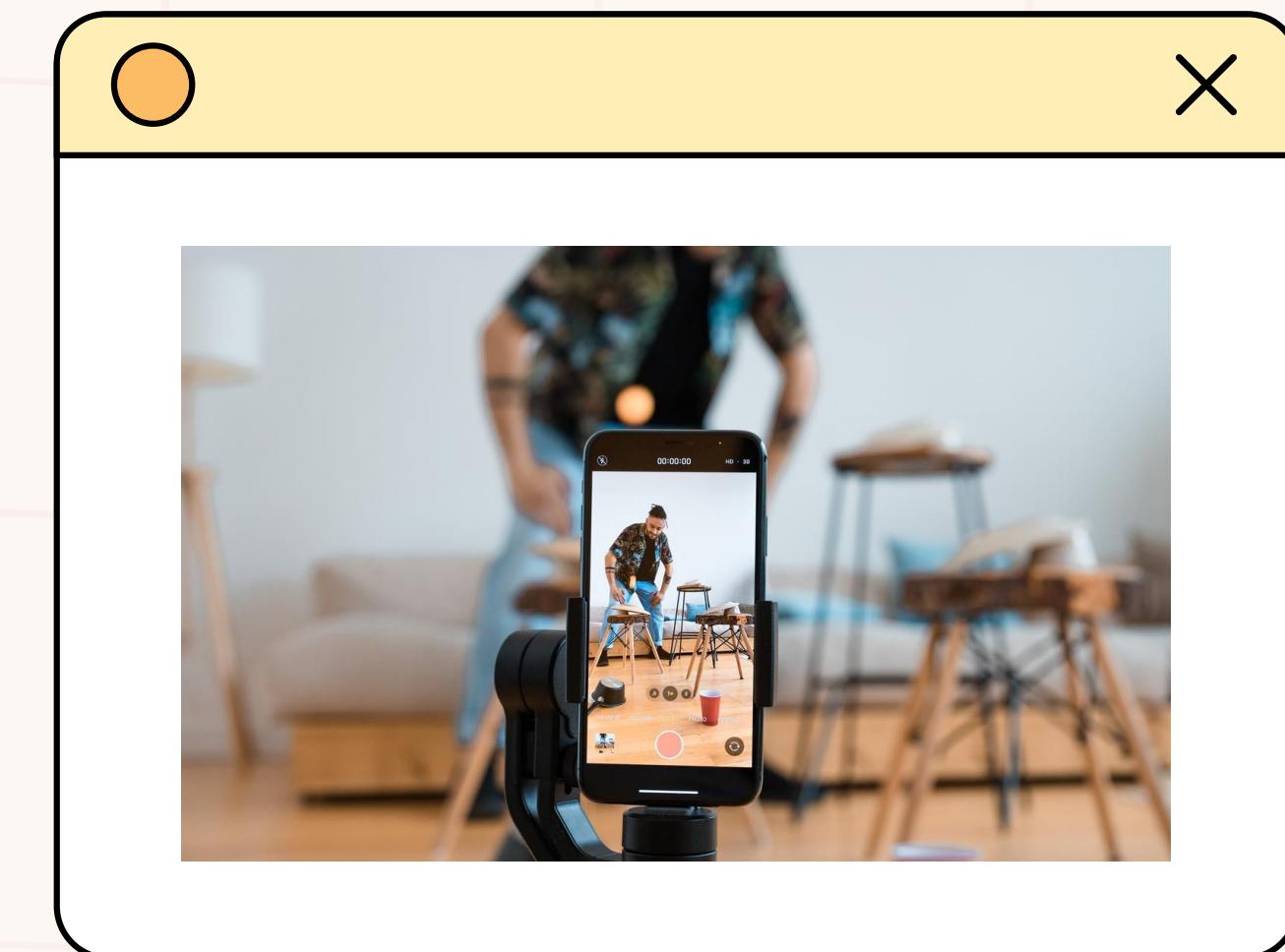
- Entertainment:
  - Spin Wheel: ~\$75 => \$300 for 4 events
  - Prizes (BK swag, discounts, free add-ons): \$300 - \$600 per event
  - Friendship bracelet: \$29 x 4 = \$116
  - Eating contest: just for this contest\* quintuple Whopper
    - ~\$4 to make a burger and the contest is just happen for the last 2 day of the last month and in round 1 will be 8 contestants and each will have 4 burgers to eat and round 2 (day 2) the last 2 will compete for 6 burgers (for the least eating time)
    - $(4 \times 8 + 6 \times 2) \times 4 = \$176$
    - With \$200 winning prize (or they can choose or relevant promotion)
- Total: \$1092-1392
- Totak pop-up event cost: \$10,532-14,932



# APPENDIX

## Campaign 3 : Social Media

- micro influencers: 5000-10000
- Design poster: \$1000 (3 posts)
- Run ads on social media:
  - Destination URL: \$5000
  - Youtube ads: \$5000
  - SEO: \$2500
  - UGC: \$500
- Total: \$19,000





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