

BURGER KING

Taste the Difference!





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Tina Ho



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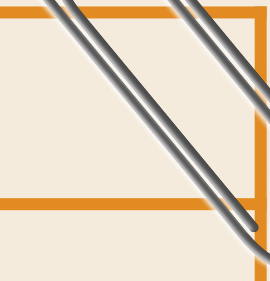


Tin Hei Clara Chung




Flandra Berbatovci

SWOT



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



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

CUSTOMER PROFILE

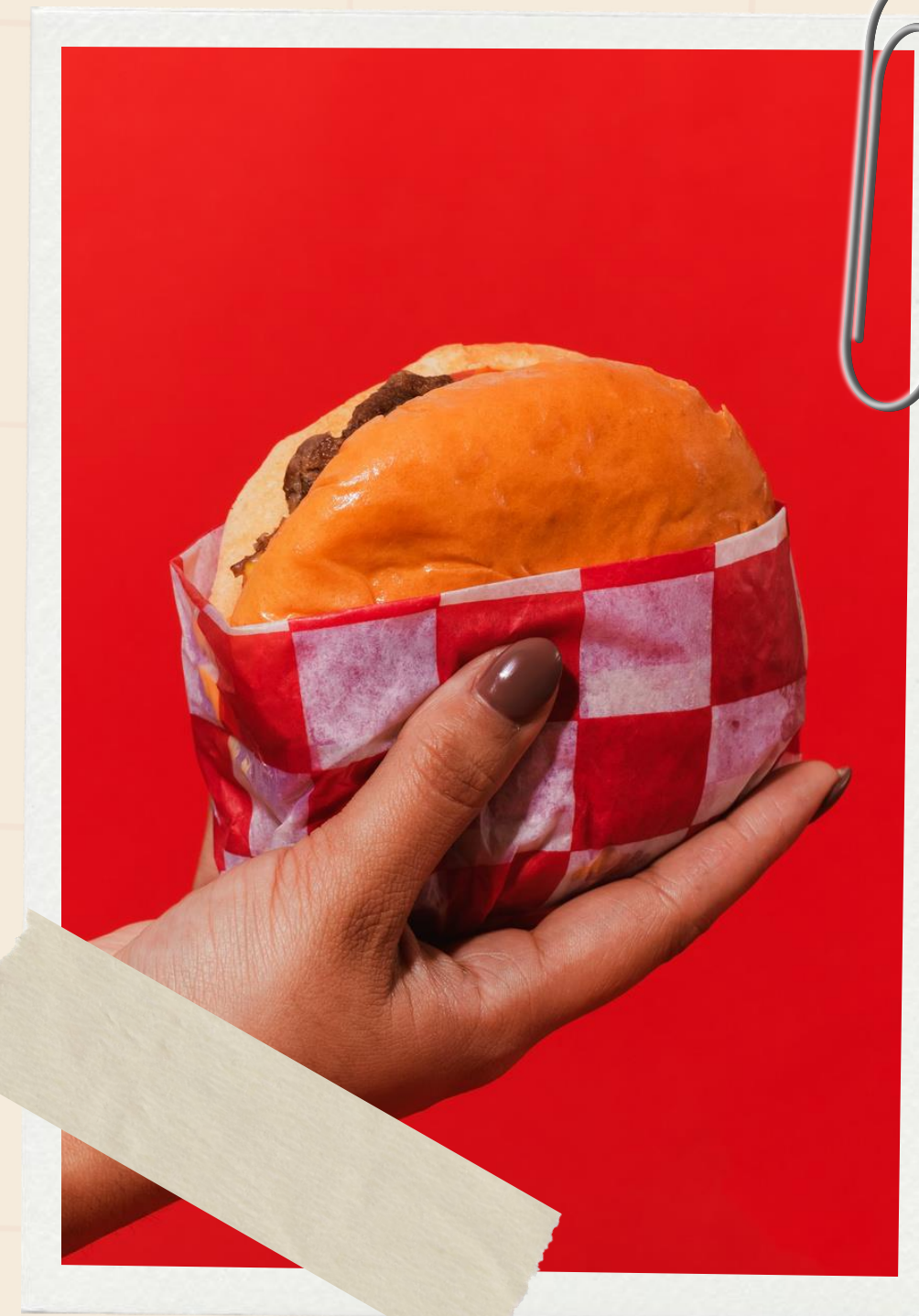


John, a 20-year-old full time university student, works part time outside school hours.



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





CROWN & CONQUER

Crown Quest Challenge

Crown Streak Challenge

Crown For A Cause



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.





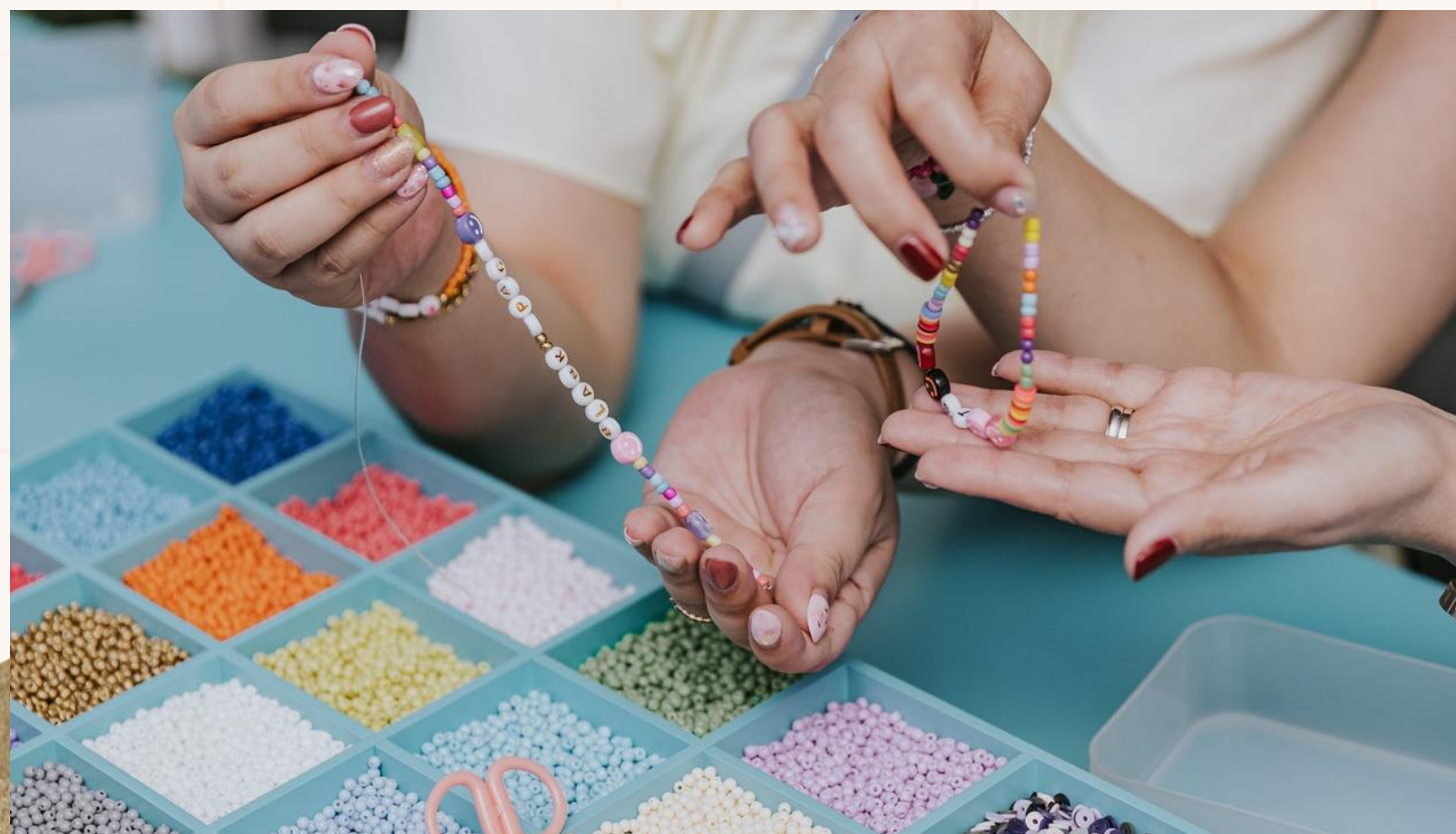
ROYAL RUSH POP-UP TOUR

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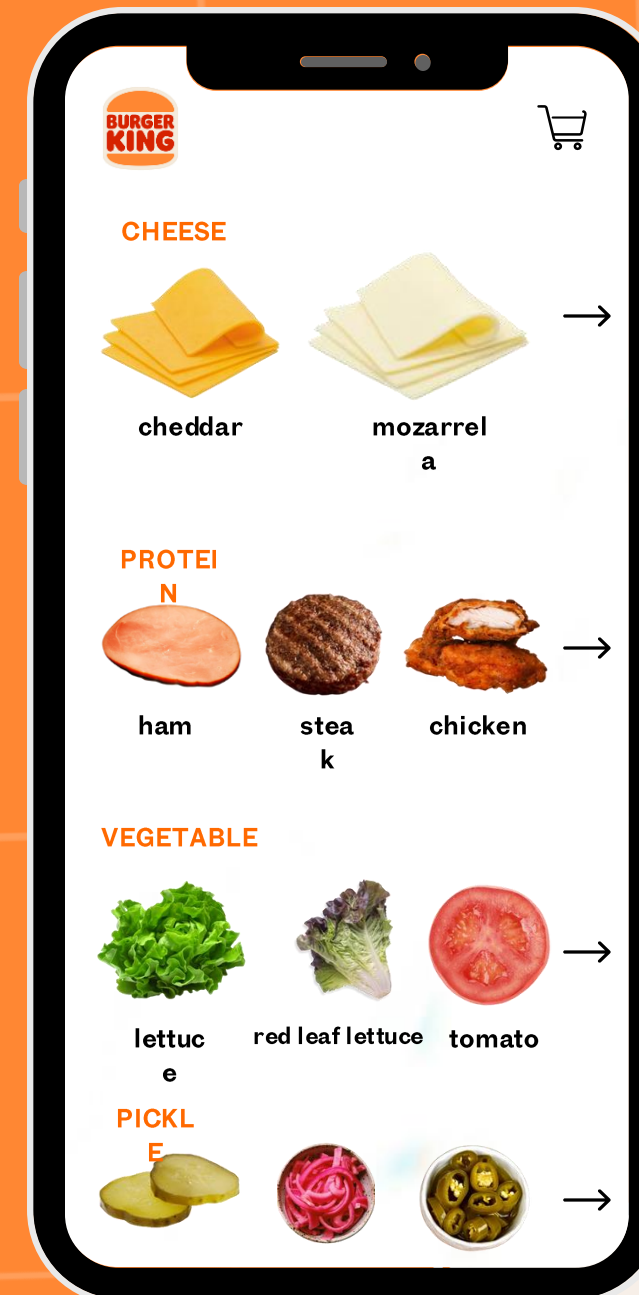
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BURGER KING SAVVY BITES

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
Crown & Conquer			
Crown Quest Challenge			
Crown Streak Challenge			
Crown for a Cause			
Royal Rush Pop-Up Tour			
Social Media & Influencers			
Burger King Savvy Bites			



FINANCIAL PROJECTION

[Download App](#)

- 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: $(550,000 / 74,888.27) \times 100 = 733\%$



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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.



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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



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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

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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 \times 21 \times 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 \times \$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 \times \$3 = \6000
- 5000 crowns: sides or drinks \$5/ below:
 - Estimated 1600 people: $1600 \times \$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**

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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

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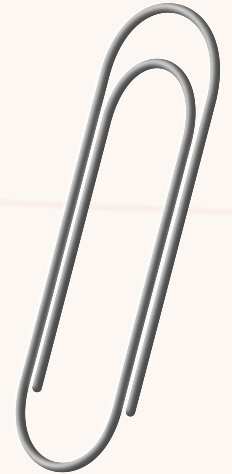
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- **Entertainment:**
 - **Spin Wheel: ~\$75 => \$300 for 4 events**
 - **Prizes (BK swag, discounts, free add-ons): \$300 - \$600 per event**
 - **Friendship bracelet: \$29 x 4 = \$116**
 - **Eating contest: just for this contest* quintuple Whopper**
 - **~\$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**

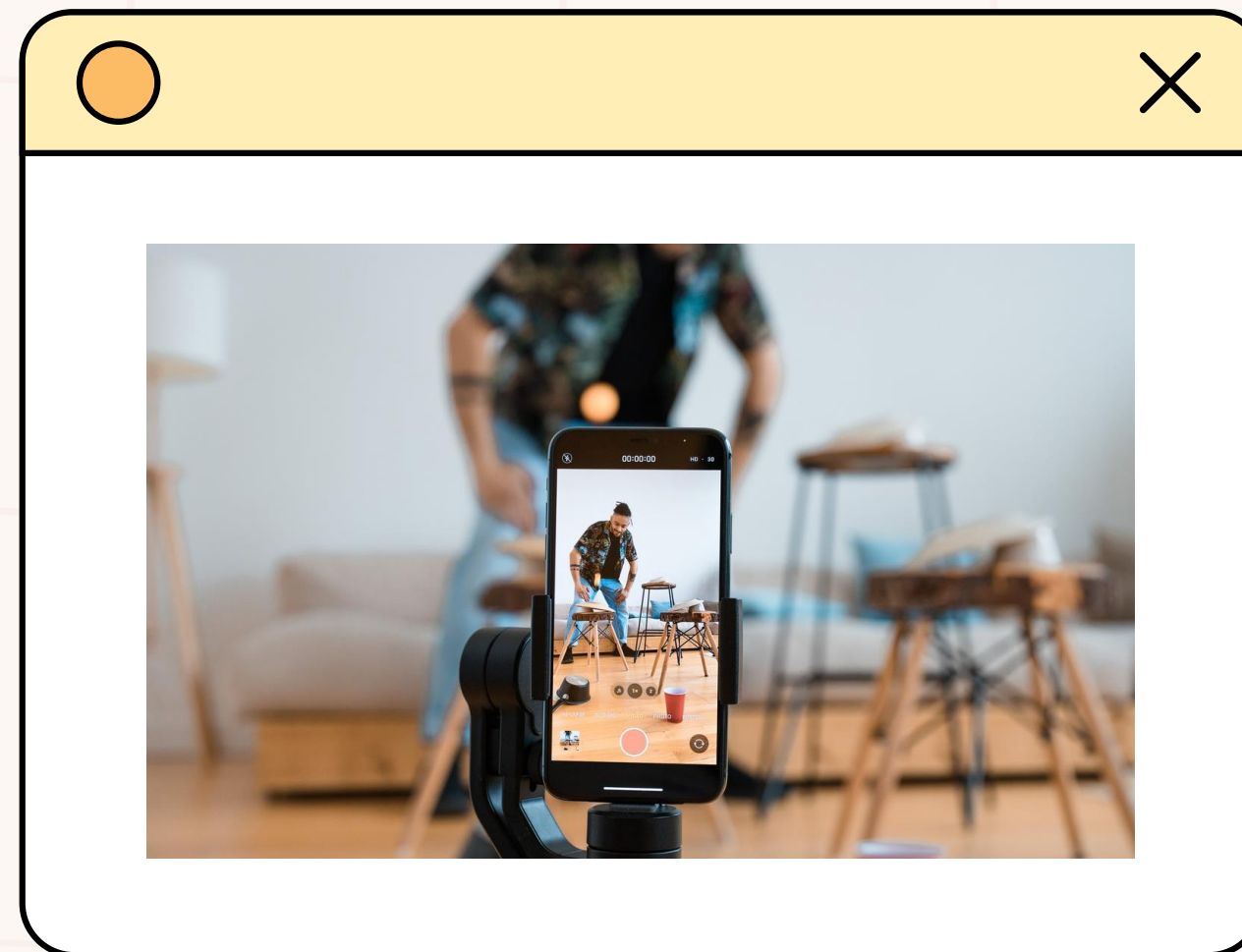
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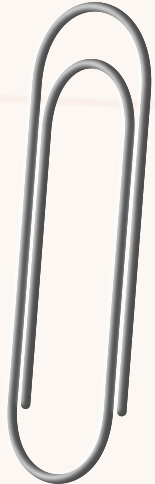
Campaign 3 : Social Media

- **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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