

BURGER KING





Burger King, also named BK, is one of the favourite fast food restaurants in the world.

Every day, more than 11 million guests visit Burger King restaurants around the world and they do so because their restaurants are known for serving high-quality, great-tasting, and affordable food.

THE CHAIN

- ***Burger King also named as BK***
- ***Created in 1954***
- ***12.400 restaurants in 73 countries***
- ***Famous product : The Whopper***

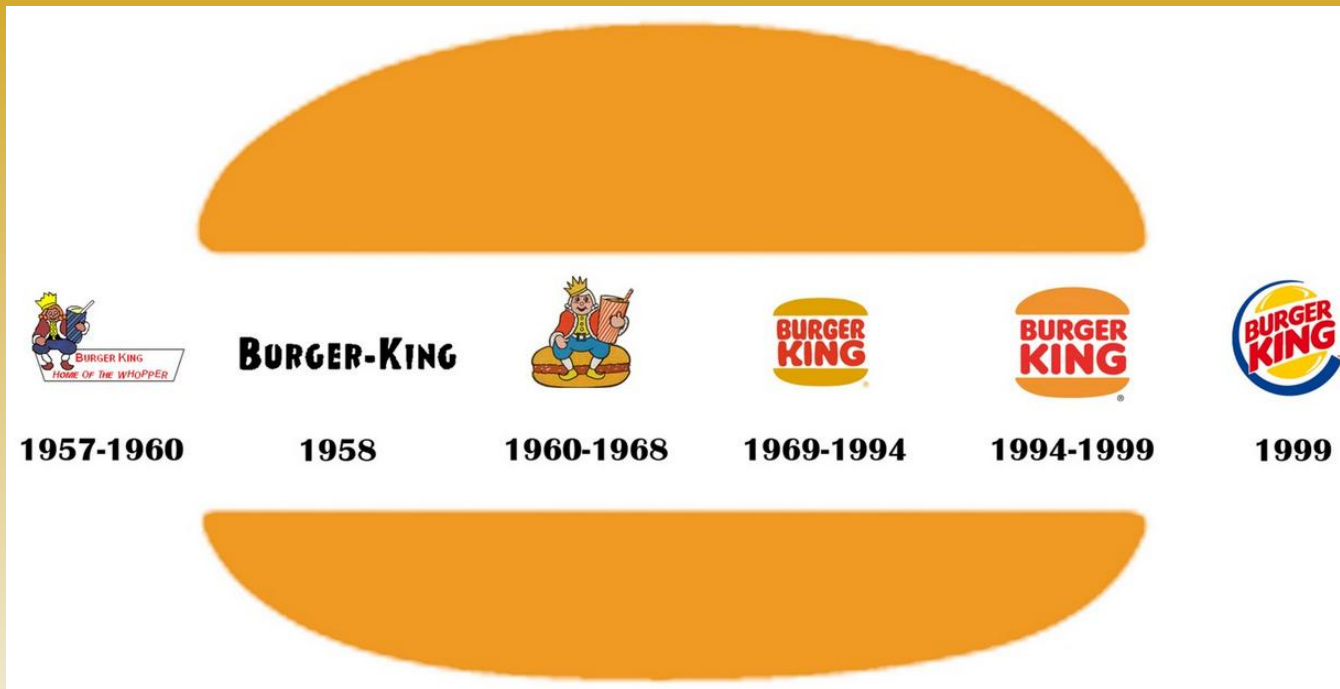


Founded in 1954, Burger King is the second largest fast food hamburger chain in the world.

Indeed, at the end of fiscal year 2011, Burger King reported it had more than 12,400 outlets in 73 countries; of these, 66 percent are in the United States and 90 percent are privately owned and operated.



EVOLUTION DU LOGO



1957-1960



1960-1968

L'image d'un roi est retenue pour faire office de logo.

En 1957, The King surnommé « sitting King » fait son entrée.



1969-1994



1994-1999

En 1969, Burger King présente un nouveau logo surnommé « Bun Halves ». Il doit cette appellation à sa forme qui rappelle celle d'un hamburger.



1999

Burger King souhaite aborder le nouveau millénaire avec un nouveau logo. Le concept du logo de 69 est relooké. Les deux parties imitant le pain sont réduites et le nom de Burger King déborde de part et d'autre afin de rappeler la générosité des hamburgers maison.

MENUS AND **NUTRITION**

The Burger King menu has evolved from a basic offering of burgers, French fries, sodas, and milkshakes in 1954, to a larger, more diverse set of product offerings. In 1957, the Whopper was the first major addition to the menu; it has since become Burger King's signature product.





Burger King is the original Home Of The Whopper and as they said during an advert, people like their friends BUT they love the Whopper.

Three kinds of menus :

- ***Breakfast menu***
- ***Lunch & Dinner menu***
- ***Snacks***



Double Croissant 'Wich™ Meal



Triple Whopper® Sandwich Meal



Chicken Caesar Garden Fresh Salad

MENU FRESH OFFERS BK® CROWN CARD BK® DELIVERS COMPANY INFORMATION Your BK® » 1309 N. W. 20th Street LOCATIONS Share




NEW

BACON GOUDA sandwiches

Available on a Muffin, a Biscuit, & a CROISSANTWICH®

+ FIND ONE AT YOUR BK®

NEW

SMOOTH ROAST COFFEE

hot or iced

Available in Plain, Caramel & Vanilla

+ FIND ONE AT YOUR BK®

See the Winners See the New

NEW

PHILLY CHICKEN sandwich



ITALIAN CHICKEN sandwich



+ FIND ONE AT YOUR BK®

See the Winners See the New

NEW

AVOCADO & SWISS WHOPPER®

Also available in WHOPPER JR.®

+ FIND ONE AT YOUR BK®

See the Winners See the New

MARKETING STRATEGY

Burger King uses mainly an alignment strategy. Indeed, they apply market prices.

However, they use also many punctual strategies which are:

- ***Street Marketing***



FOOTBALL YOUR WAY GO-UK

HOME CHANTS AND RANTS VIBRAL VOUCHERS BK® 6 PACK

HAVE YOUR BEEF AT FOOTBALL YOUR WAY!

Has the beautiful game been ruined by the corporate, prawn sandwich brigade who think 4-4-2 is a share price and 'playing in the hole' is something to do with golf?

Do you think the governing bodies should stop worrying about TV rights and start worrying about fans rights? Well now's your chance to have your rant. Just register and vote, and you'll automatically enter our free prize draw.

This week you could win a 46" LCD TV with Surround Sound and a Video Camera. Back of the net!

ENTER PRIZE DRAW

THE BEST FORMATION IN FOOTBALL BK® ANGUS 6 PACK

UP TO £30 OF SAVINGS

DOWNLOAD VOUCHERS

HAVE A LOOK AT THIS!

Fill your boots! Watch the 'Boatyful Game' and send it to a mate.

WATCH THE GAME

GET 2 OF EACH!

Can't decide? You don't have to with **NEW TASTES**

TODAY'S POLL

"Was it over the line?"

Does that nice bloke dressed in black need a little help from technology?

91% 98%

WHAT PEOPLE ARE SAYING

Joanne:
Date: 2/6/2008 Time: 14:19:4
"We should only use technology if it can be instant and not disrupt the flow of a game."

Elaine:
Date: 2/6/2008 Time: 13:53:4
"Nice sounds a good idea"

Blog : *Football Your Way*

ST. PADDY'S DAY

FREE FRIES

MARCH 17-18

Served with Heinz® St. Paddy's Sauce!

1 VALUE-SIZE FRIES PER CUSTOMER

While Supplies Last

Heinz

*Free Fries, Green Ketchup at
Burger King
This St. Patrick's Day*

3G Capital

In 2010, 3G Capital, a global multi-million dollar investment firm focused on long term value creation, purchased Burger King Corporation, making it a privately-held company. To learn more about 3G Capital, [click here](#).

See the Winners of the Wii U™ Instant Win Game

Wii U is a trademark of Nintendo.



See the New Commercials



+1 11k

Tweet 2,163

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Internet Site

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Instant Win Game



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+1 11k

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Sign Up for BK® Alerts

Jeux concours

Réseaux sociaux



Applications Smartphone

Couponning

TODAY'S DEAL Click below, before it's gone in a **Dash**





FAMILY BUNDLE FOR \$9.99

1 WHOPPER®, 1 WHOPPER JR.®, (1) 10 pc. Chicken Tenders, 3 small fries, 3 small drinks and 2 pies

[Print Coupon](#)

BURGER KING

FREE

Whopper

COUPON

[Print Coupon](#)

BUY ONE, GET ONE

FREE WHOPPER

Buy a WHOPPER® Sandwich at the regular price and get a second WHOPPER® Sandwich FREE.





TO FIND A RESTAURANT NEAR YOU, VISIT BURGERKING.CA.

There must be a regular order. One per customer per visit. Not to be used with another offer or discount. Void where prohibited. See participating locations.

While participating BURGER KING® locations in Canada. Offer ends 04/01/12. ©2011 BURGER KING. Campaign expires April 01, 2011.



BURGER KING MALAYSIA FACEBOOK VOUCHER (NOV 2012)

FREE

1 A LA CARTE BURGER

CHOOSE FROM

WHOPPER[®]

SPICY CHICKEN[™] CRISP

WITH EVERY PURCHASE OF 1 NESCAFE ICE

VALID TILL 23RD NOVEMBER 2012
AVAILABLE ONLY ON MONDAY - FRIDAY
 EXCEPT PUBLIC HOLIDAYS

T&C: *Voucher must be printed & retained - ONE free burger with every NESTLE'S ICE purchase / limited to RM 8.00 Retail Price. RM Delivery and other promotions. Excludes all other offers and discounts. Offer valid at participating outlets only. Subject to availability. Offer ends on 23rd November 2012. © 2012 Burger King Malaysia Sdn Bhd. All rights reserved.

Have it your way!

Affichage



Buzz Marketing

En 2009, aux Etats Unis, Burger King propose :

Dix amis sacrifiés sur Facebook =
un sandwich gratuit



WHOPPER SACRIFICE

**YOU LIKE YOUR FRIENDS,
BUT YOU LOVE THE
WHOPPER®**

What would you do for a free WHOPPER®? Now is the time to put your fair-weather web friendships to the test. Install WHOPPER® Sacrifice on your Facebook profile, and we'll reward you with a free flame-broiled WHOPPER® when you sacrifice 10 of your friends.

**Install WHOPPER® SACRIFICE on
FACEBOOK**

109204
FRIENDS HAVE BEEN SACRIFICED

The advertisement features a dark background with a fiery border at the top. It includes a screenshot of the Facebook interface showing a user's profile and a list of friends, with a notification that says "YOU LIKED JOHN." The bottom of the ad displays a large number "109204" and the text "FRIENDS HAVE BEEN SACRIFICED" in a stylized font.



BURGER KING™
firemeetsdesire.com

FLAME™
FIRE MEETS DESIRE™

The advertisement features a central image of a man lying down, shirtless, with a Burger King logo on his chest. To his right is a bottle of Flame Broil spray. The background is a warm, golden-brown color. The Burger King logo and the Flame Broil logo are prominently displayed at the bottom.

http://www.youtube.com/watch?feature=player_embedded&v=fcMtnF6Bn2Y

Questionnaire de satisfaction



We value your opinion and want to hear about your BURGER KING® restaurant experience. Please fill out the form below providing details about your experience. We thank you for your feedback!

Please complete the form below. Mandatory fields marked *

Feedback

What type of feedback do you want to share? *

Restaurant ▼

If the comment you are submitting was not prompted by a recent visit to one of our restaurants, please select general feedback from the drop down box.



Location Information

State / Province *

Select One ▼

City *

Select One ▼

Address *

Select One ▼

Use your receipt for a **FREE WHOPPER® Sandwich or Original Chicken Sandwich** on your next visit! Take our brief survey, tell us about your recent visit, and get rewarded for your feedback.

[CLICK HERE](#)

*Food purchase required



Time of Visit

▼ ▼ ▼

Visit Type

Not Applicable ▼

Contact Details

First Name *

▼

Last Name *

▼

Address

▼

City

▼

State / Province

▼

Zip / Postal Code

▼

Country *

▼

Phone

▼

Email *

▼

How May We Contact You?

Email ▼

Comments

Please enter your comments and feedback below: *

Text area for comments and feedback.

500 characters max. 0 / 500

CUSTOMER LOYALTY

- ***The Whopperface : You choose your favorite burger and personalize it with more cheese, more sauce, ... And after 5 minutes, they bring your burger with a photo of your face on the package. The trick? A camera placed behind the cashier which takes a picture of your face.***
- ***The Prepaid Card in the abandoned portfolio.***



CORPORATE RESPONSIBILITY

Their commitment to food

For over 50 years, their restaurants have been serving high quality, great tasting and affordable food around the world. Their commitment is what defines them as a company and is at the center of their HAVE IT YOUR WAY® brand promise.



Their commitment to people

They are dedicated to supporting and investing in their employees, franchisees, suppliers and restaurant guests because they are the cornerstone of their business.



Their commitment to the environment

The heightened global debate regarding the role of business in sustainability has highlighted many of the challenges and expectations among all businesses, including the quick-service restaurant industry.



War between B.K. & McDonald's



**QUE FAITES-VOUS LE
21 MARS ?**



**POURQUOI ATTENDRE
LE 21 MARS ?**



venez
comme
vous
êtes.