

## LEVEL UP CHALLENGE

Entries in this challenge should utilize a medium\* in a new, unique, or especially creative manner. (\*This includes, but is not limited to: Audio, Branded Entertainment & Content, Design, Digital/Mobile, Direct, Experience/Activation, Film, Out of Home, Partnerships & Collaborations, Print, Public Relations and Social Media.

### Background

TV advertising plays a critical role in the way advertisers reach consumers. However, as media consumption habits evolve with the ever-changing technology landscape, one specific demographic is getting harder and harder to reach via television.

Only 1/3 of Gen Z watches TV and just over half of millennials have a cable or satellite TV subscription. And as expected Gen Zers and millennials are using a streaming service to consume television vs. a traditional cable/satellite subscription.

So how are advertisers staying engaged and communicating with these two important demographics?

Video Games.

Globally, there are over 2.4 billion gamers in 2020 and this number is expected to grow to 2.7 billion by 2021.

And the numbers are only growing:

- League of Legends boasts 99.6 million viewers for their “finals TOURNAMENT”
- Fortnite has over 250 million players
- Twitch experienced 2.3 billion hours watched in Q4 of 2019 which is more than double YouTube’s Gaming

Gaming is not slowing down.

In Q2 of 2020, the Call of Duty franchise broke all records with the timely launch of the multi-player feature. Call of Duty: Warzone has made a breakthrough into a Battle Royale genre.

It has been the fastest-growing non-mobile game in the world. On launch day alone, there were 6 million gamers and within the first 10 days, CoD: Warzone had collected 30 million gamers.



For reference Fortnite only had 1 million games on launch day and it took Fortnite 11 weeks to amass to 30 million gamers.

### **Gamers and Burger King**

As gaming has become a part of pop-culture, the demographic of gamers has become more relevant than ever.

59% of video game players in the U.S. are under the age of 34 and gamers 15 to 19 are spending 49 minutes gaming during an average weekday, and more than 90 minutes doing so during weekends or holidays.

The rise of female gamers has also been rapid over the past few years, with an estimate of 46% of all computer and video gamers in the U.S. being female.

Winning the gamers share of mouth is a key focus for Burger King.

The King has dipped his toes in the world of gaming with successful partnerships and integrations into many gaming properties.

We have made gamers dreams come true by allowing them to play as the King when we launched Burger King Games and with the rise of technology we have allowed gamers to order a Whopper while playing video games.

In 2019, with the Stevenage Challenge campaign, by sponsoring a small 4th division team, we hacked into the biggest video game launch of the year, and were able to hack FIFA 2020. We helped turn a small team into an online gaming sensation.

And in 2020, we partnered with Sony for the launch of Play Station 5.

But we are still not top of mind for gamers.

### **Burger King and Technology**

Technology is impacting guest habits and in turn is changing the way Burger King serves their guests. Today, there are numerous ways to enjoy a delicious flame-grilled Whopper® Sandwich from Burger King. You can visit a restaurant and order at the counter or you can open your mobile phone and with a few clicks of a button you can order delivery to your current location.

The changes in technology have directly impacted the way Burger King communicates with fans and guests. Over the past years, they've run a whole series of campaigns that have leveraged both technology and creativity to engage customers in new and exciting ways, from Traffic Jam Whopper, helping people get their Burger King fix in the midst of major traffic jams, to Burn That Ad, which used augmented reality to burn competitors' ads and get the user a free Whopper and to Whopper Detour which leveraged technology to geo-fence restaurants from a competitor of Burger



King's so that the Whopper Detour promotion would only unlock when people are physically within 600 feet of the Burger King's competitor restaurants.

The business today has transformed through a whole new range of functionalities including delivery, mobile ordering and digital coupons.

However, most young people don't see Burger King as a brand that is particularly modern or cool. In order to change their perception, Burger King needs to leverage new technology and functionalities to create experiences that are not only convenient, but, most importantly, outrageously fun.

Perhaps the most relevant of these new functionalities has been delivery. Convenience is no longer about your proximity to a restaurant, but about just how quickly you can get your order delivered. And it's a key way young people get their fast food fix.

But so far delivery has been left to third parties that help Burger King enter the delivery space faster, but without the power to control the customer journey. So, they launched delivery within the Burger King app to help them reclaim the experience.

**So now, you can open the Burger King APP on your mobile device and order your favorite menu items.**

One of our business objectives is for people to download the Burger King APP and use it. We strongly believe an idea focused on the gaming sub-culture will trigger this behavior. The idea does not have to be a game inside the BK App, in fact that is probably not a good path to explore. A good path could be an idea linked to a code that you get on the BK App when you order delivery or an idea tied to a loyalty program. Or well.. maybe the idea is a game in the app. NO CONSTRAINTS. But whatever the idea is, it should be driving BK App download and/or app usage. That's why its important that you download the app and play with it a bit. Maybe even order a Whopper® Sandwich. Yummy!



## The Challenge

Our ambition is to make Burger King the King of gaming: to make it relevant in the gaming space while:

- maintaining originality and authenticity to the gaming culture.
- differentiating itself from other gaming advertisers.
- not being reliant on paid media, but rather, being truly organic within the gaming community.

Develop an idea that achieves the above by focusing on the delivery experience from the Burger King APP.

Remember that there are no constraints. Creating a game is an option, integration into a game is an option, a sweepstakes is an option. There are no limits.

## **Who Is It For?**

Your audience will be a tough nut to crack. 59% of video game players in the U.S. are under the age of 34:

- Don't watch much TV. Only 1/3 of Gen Z watches TV and just over half of millennials have a cable or satellite TV subscription. They are most likely using a streaming service to consume television vs a traditional cable/satellite subscription.
- Are skeptical of marketing claims
- Don't visit Burger King restaurants as often as their parents
- Don't think Burger King is especially cool
- Seek experiences and brands that are real and authentic (they see fast food as fake)

## **What to Consider**

- *Cut through the noise and get noticed*

A billboard in Times Square might be impressive to an older audience, but it's old school to these guys. A big, splashy TV commercial that airs across the country might make the media agency happy, but will it show up in your Facebook feed? Get made into a meme? Or written about by The New York Times? Come up with something that could get this kind of attention. Think creative and original.

- *Research, research, research*

To nail your insight, you need to really understand your audience. And really understand what's great about the Burger King experience – so go, see for yourself.

# CLIO AWARDS



Visit a Burger King restaurant. Talk to the crew. Order a WHOPPER® sandwich. Customize it, have it your way.

- *No wallflowers*

Burger King is a brand with an edge. A bold, confident challenger. Forget forgettable, vanilla advertising, Burger King wants ideas that are big and scary. It's a brand that loves the raw and real and embraces the unscripted. We are also a prankster brand by nature. But, although we enjoy a good prank, we are never mean-spirited. Even when we make fun of our competitors, we always do it with a wink and a smile (think of McWhopper). Burger King can make fun of others because we can also take a self-deprecating joke and make fun of ourselves (while the brand takes food seriously, it doesn't need to take itself seriously, even when talking about very serious stuff). So, making fun of others is allowed, but it is not by any means mandatory for this brief.

- *Go brave*

Burger King has a history of exploring non-traditional forms of advertising. We encourage you to push past a single media execution. Take a look at some of the brand's favorite campaigns (Stevenage Challenge, Burger Clan) – they'll help you understand the brand, and the kind of creative that can win this brief.

## **The Prize**

Entries in this medium will be judged by the [Clio Direct & Innovation Jury](#). Judges will select one winning entry to be awarded a Gold Clio. Additionally, the Burger King Corporation will fly the creator of the award-winning submission to Miami to work alongside their creative team to further develop the next gaming activation. The winner will also be featured in a Q&A style [Muse by Clio](#) article.

## **How to Enter**

To submit your entry visit <https://www.cliostudents.com/bk/> or click [here](#). The final submission deadline is Friday February 5, 2021.

Please note there is a \$5 fee to enter plus a \$35 media handling fee if you choose to include a video with your submission.

# CLIO AWARDS



## Useful Links

<https://adage.com/creativity/work/sneak-king-e3/54782>

<https://youtu.be/sUaLRGRYLxI>

<https://youtu.be/Mt62ja1oY4Q>

<https://www.youtube.com/watch?v=aG8E9XFNTtoQ>

<https://blog.playstation.com/2020/10/15/burger-king-ps5-sweepstakes-starts-today-in-the-us/>

<https://www.adforum.com/award-organization/6650183/showcase/2007/ad/6698074>

## Still have questions?

Our dedicated client relations team gives entrants additional support to craft, manage and position their entries more strategically. If you have any questions, please email [support@clios.com](mailto:support@clios.com) or call the hotline at 1.212.683.4300.