



# Burger King

## National + Chain Geofilter Campaign

To announce the arrival of Grilled Dogs, the “Whopper of Hot Dogs,” Burger King partnered with Snapchat to reach teens and millennials hungry to try something new.

**SNAPCHATTERS REACHED: 28M    TOTAL VIEWS: 71M**

Source: Millward Brown Digital Audience Insights and Brand Lift Insights among Snapchatters age 13-34

### The Story

Burger King had big news to share, and looked to Snapchat to communicate its decree. With the introduction of Grilled Dogs, Burger King officially became the largest restaurant chain to offer hot dogs in the US. To celebrate, Burger King developed two Geofilters that were deployed one day after the other. The first could be unlocked across the country, and the other was exclusive to Burger King stores in the US.

One-fifth of all Snapchatters who unlocked the Geofilter chose to send it to their friends, generating 71 million views in Snaps and Stories over the course of the campaign. By deploying the Chain Geofilter after the Sponsored National Geofilter, Burger King greeted Snapchatters with a Geofilter surprise, encouraging them to let friends know just how great the “Whopper of Hot Dogs” could be.

### Objectives

- Nationally promote the launch of Burger King’s Grilled Dogs.
- Drive in-store Snapchatters to purchase the chain’s new hit.
- Strengthen Burger King’s relationship with the Snapchat community.

### Strategy

- Empower Snapchatters to create and send Snaps using creatives that featured the Grilled Dogs and Burger King logo.
- Inform Snapchatters across the US that Grilled Dogs were now on the menu.
- Build on the National Geofilter’s momentum by deploying a Chain Geofilter, which Snapchatters could only unlock in-store.

1 in 5

Snapchatters who unlocked the Geofilter chose to send it to friends

+18<sup>PT</sup>  
Increase

Ad Recall, outperforming Mobile Norms

76%

of Snapchatters who remembered the Geofilter said it made them happy

“In launching into an entirely new category we were faced with the challenge of reaching a younger target in a way that would be both entertaining and shareable. The National Geofilter we ran with Snapchat was a key part of our launch plan and was successful at driving both awareness and engagement at scale.”

Adam Gagliardo, Senior Director, Media and Communications, Burger King Corporation