

BURGER KING: DEFEND THE KING 2D & 3D (2016)



This report provides a summary of the Burger King South Africa and bizAR Reality partnership and serves as a use case for an Augmented Reality (AR) gaming application.



The objective of the Augmented and Virtual Reality gaming application was to allow Burger King to move away from physical toys. The initiative aimed to facilitate this transition – with a game that was just as engaging and interactive. The franchise also invested in the technology as a reaction to the ever-increasing needs of today's digital generations.

1. INTRODUCTION

Most individuals know that when you buy a junior kiddies meal from a fast food outlet, you are most likely going to be rewarded with a gimmick, plastic toy. From this, your child plays with the toy for about 3 minutes, maybe even slightly longer. The sad truth? Eventually, they all land up being tossed in a toy box, given away, thrown in the trash or simply get kicked around the house when stood on by an unexpected adult (We all know this feeling). Ultimately, the fun-loving, short-lived life of the toy becomes a contributing factor in South Africa's hazardous waste.

Enter the digital age. Walking into a restaurant today, you will notice most children tend to have some sort of electronic device on them at all times. Not to mention, the adults are no better. We are surrounded by technology, where the only way to fully interact and engage with your clients, lies in the palm or their hands – their mobile devices.

Thus, it is no wonder that Burger King jumped on the opportunity to 'go green' and endorsed the Augmented Reality (AR) gaming application labelled, "Defend the King."

2. THE CAMPAIGN

Defend the King was released on the 5th December 2016 as a free application, downloadable from Apple App Store and the Google Play Store, which children would gain access to by scanning a game marker inside any Burger King Restaurant. As with all applications, the game may not be compatible with all mobile devices, therefore, bizAR Reality developed and launched, "Defend the King 2D" version to ensure everyone had the opportunity to battle the mines, be careful of robots and save the King!



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HOW DOES IT WORK?

Purchase any Burger King junior meal and receive your scanner marker

Download the game, scan the marker and hit play!

When the game is initiated it activates a live feed to your phone camera

You will be rewarded with 15 lives the first time you play and an additional 10 new lives each time you play thereafter.

In the bottom left corner, look out for the radar icon, this will show you where the robots are coming from. you will be able to move your camera 360° to see them coming.

It is your mission to swipe the robots and destroy them, avoid the mines and remember to tap the crowns to keep your health up.

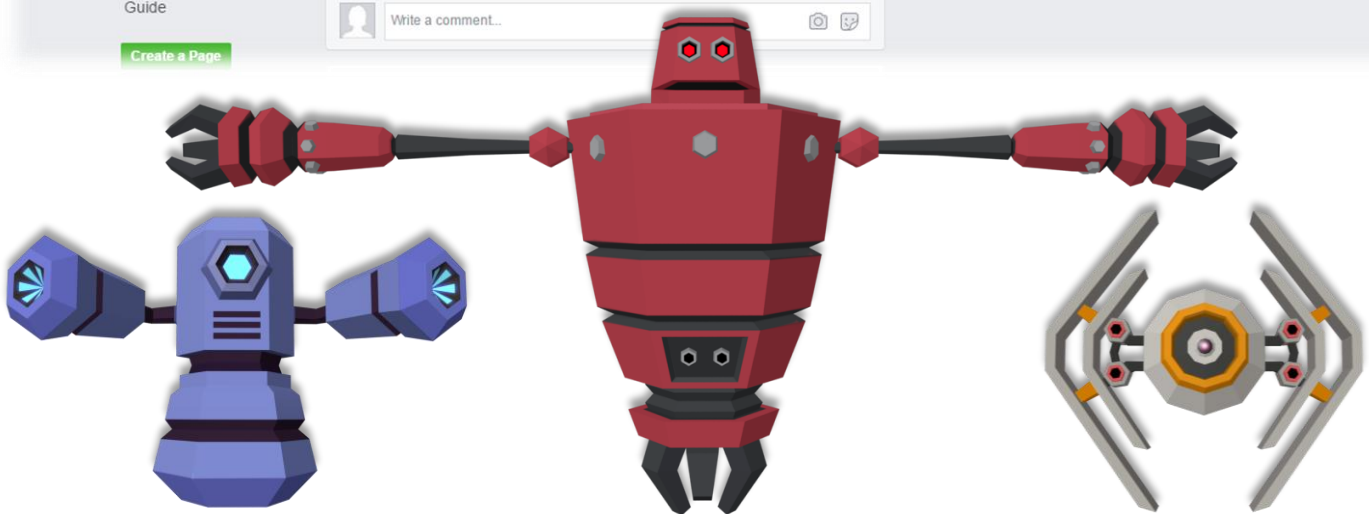
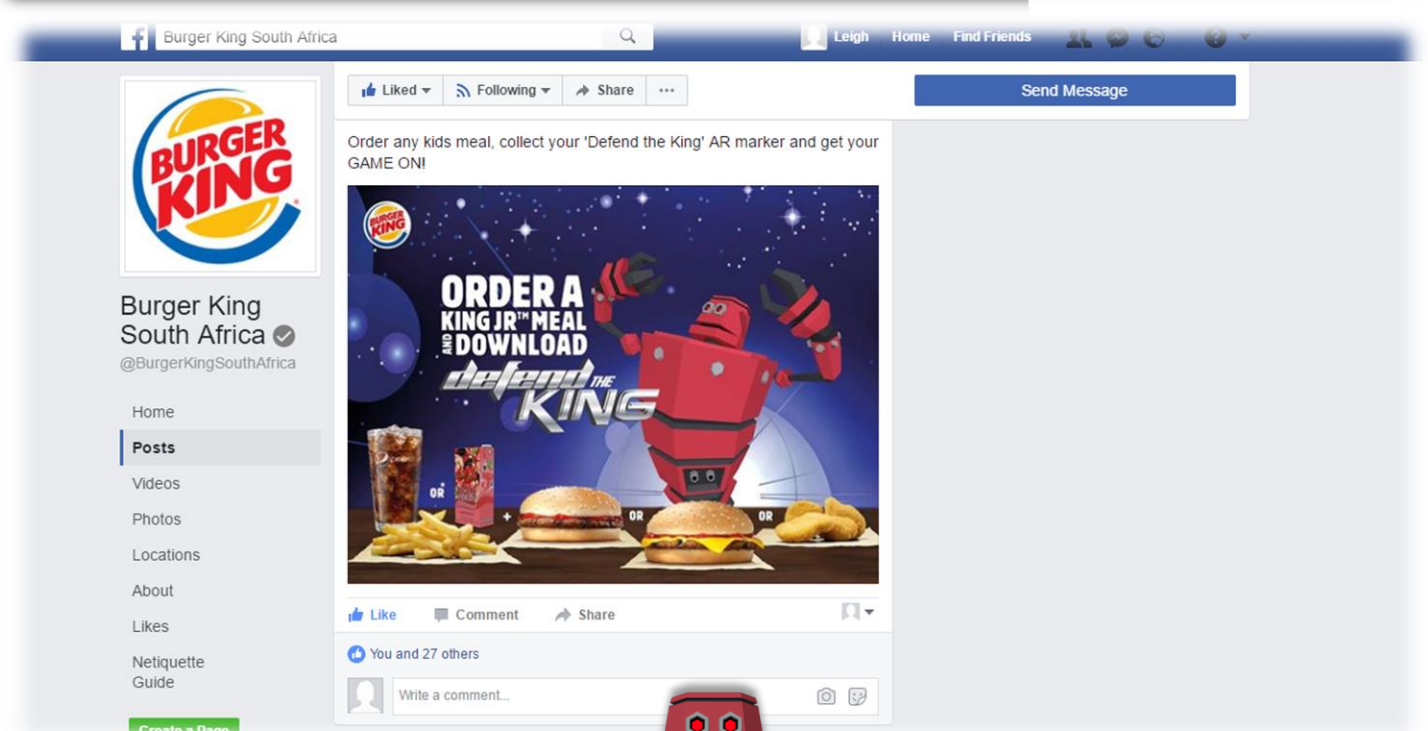
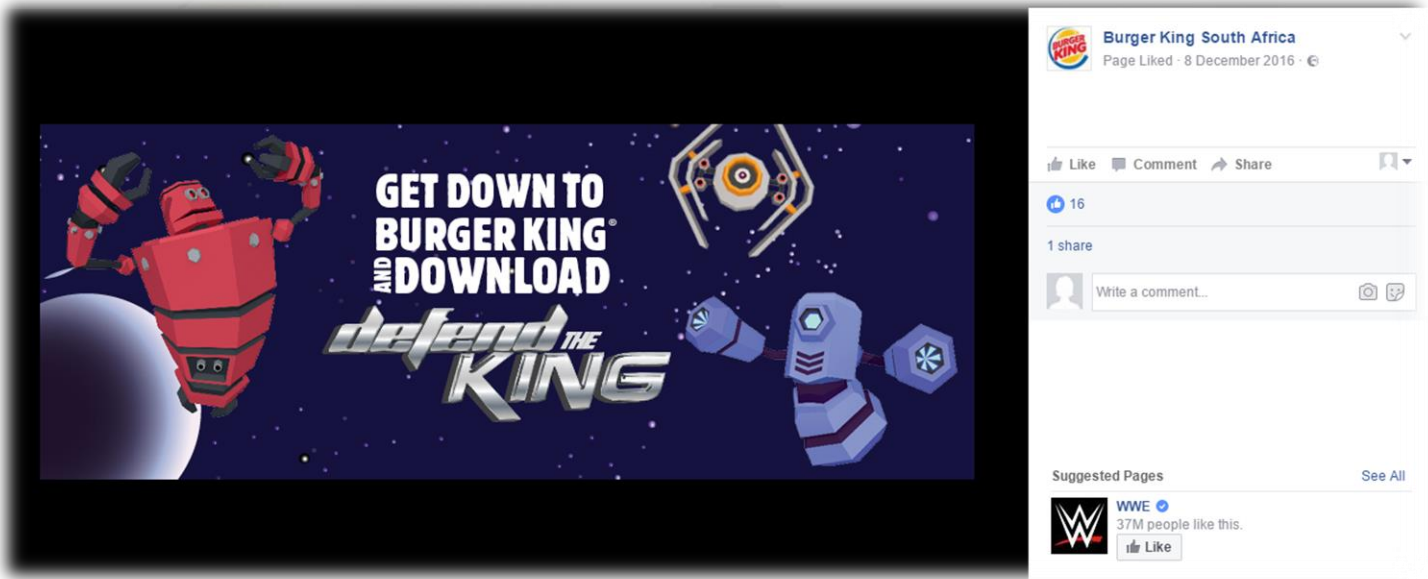
Lost all your lives? Go to your nearest Burger King store and scan the Burger king marker once again.



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