



TESTIMONIAL



Burger King® Has it Their Way

“Outdoor Flame Broils the Competition”

THE PROBLEM:

Jacksonville Area Burger King® restaurants have been using the same Radio and TV media mix for several years. This mix was costing the local franchise group more advertising dollars every year to impact the same audience. The co-op recognized it was harder to reach their target audience because of a faster paced society that could not be reached by Radio & TV alone.

THE PLAN:

Local Burger King® operators recognized that due to a more transient, faster paced society, brand loyalty was not what it once was. Consumers were more inclined to be attracted to price points and new products rather than a particular chain. Being that the consumers were more mobile, Burger King® gave Clear Channel a challenge, “show us that outdoor makes a difference in attracting consumers and we will make the medium part of our mix”.

Clear Channel Outdoor met the challenge by developing and launching a campaign for a new product that was not to be promoted on any other medium.

Demand for the product increased dramatically once the outdoor campaign hit the streets.

THE RESULTS:

Burger King® is now in their 2nd year in using 30-sheet poster campaigns. They use a minimum #50 GRP showing for 6-9 periods of the year. Promotions are focused on price points and new product introduction.

CUSTOMER SAID:

“Outdoor advertising has allowed us to reach the entire Jacksonville market, 24 hours a day, 7 days a week. Outdoor gives our consumers a visual of our product which compliments our Radio & TV mix.”

Beverly Jelinek
Vice President, Marketing
Burger King® Restaurants
Jacksonville, FL



Visit our web site: clearchanneloutdoor.com

“The Choice is Clear!”

