

# #KingsOfCricket

Enabling a **300%** increase in online revenue

## BRIEF

Burger King was seeking out for an innovative digital campaign to creatively promote online delivery. The primary objective was to increase home delivery sales in Burger King Outlets across all the cities.

## CAMPAIGNS:

Building on the World Cup fever and the sports snack insights, we created a 'World Cup Twitter cheer meter' on a microsite owned by Burger King India. Here the hungry sports fans could tweet cheer and see live twitter updates of India world cup matches.

We added our own flavour to this. A system was created where more the tweets, more the discount on delivery. It was decided that for every 500 tweets there would be an increase in the overall discount by 5%. Hence, 4000 tweets = 40% discount (which was the maximum discount).

## EXECUTION:

To execute the campaign, a microsite + SMS notification system was created that took in details of the customer and sent the offer code as an SMS to their cell phones.

To promote the campaign strongly, there were pre-match activities, during match activities and post-match activities. We also used Facebook Page Post Ads, Google Display Ads and Retargeting, to enhance the visibility of the campaign. Additionally, during the match we gathered a few influencers and bloggers to make the hash tag 'trend'.

## INSIGHT

With the T20 Cricket World Cup around the corner, we knew that the winning campaign would have to ride on the Indian consumer's routine. We brainstormed and hit on something fundamental! The art of snacking, a typical cricket fan's need.

Any website visitor could only avail the discount if he/she made a tweet cheer and submitted their contact details.

The campaigns ran only on the days India played and each match was associated with a unique hashtag. To promote the campaign, on every match day the associated hashtags were made to trend on Twitter. #kingsofcricket, #cheerforyourking were few of the trending hastags that successfully managed at spot number2 on match days. The principle idea of the campaign was to encourage audience to cheer for India with the hashtags.

## RESULT:

The entire campaign had 6000+ users, made 40,000+ tweets resulting in a 20 Million reach with approximately 60 Million Impressions.

The resultant execution of the campaign revealed a 300% increase in the online home delivery sales. The campaign also prosperously increased the footfall in the outlets across various cities.



## KEY METRICS

**60 Mn**

Impressions

**250%**

Increase in sales

**300%**

ROI

**5300+**

Tweets

**10000+**

Site Clicks

**20 Mn**

Reach

#kingsofcricket

#kingsinblue

#burgerkingsXI

### Website



### Tweets



### Creatives

