

Burger King's relaunch of the Big Boss Burger in India with Airtory

Burger King, in partnership with their agency, Autumn Worldwide were looking for creative ways to boost engagement and excitement for the relaunch of the Big Boss Burger. Through the partnership with the Airtory platform, they were able to quickly run through multiple ad iterations during the ideation phase and deliver best in class results on the performance side during the launch.



During the ten days campaign, Burger King saw **\$.07 CPC***, **2.35% CTR****

Client : Autumn
Brand : BurgerKing

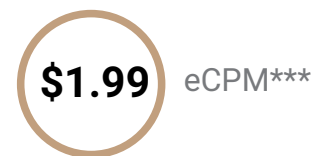
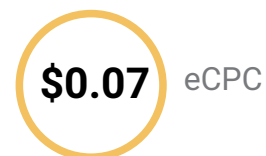
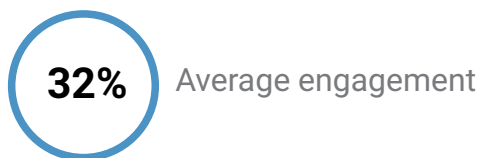
Duration:

(Dec 9, 2016 - Dec 18, 2016)

Target Audience: 16- 35 years

Target cities : Vijayawada Chandigarh; Delhi; Fort Cochin; Mumbai, Pune; Bangalore; Punjab; Hyderabad

They were able to drive an exciting amount of mobile users directly into their stores for the launch. Since the initial success of the campaign, Burger King and Autumn Worldwide have returned for additional engagements.



*Cost Per Click

**Click Through Rate

*** Cost per thousand

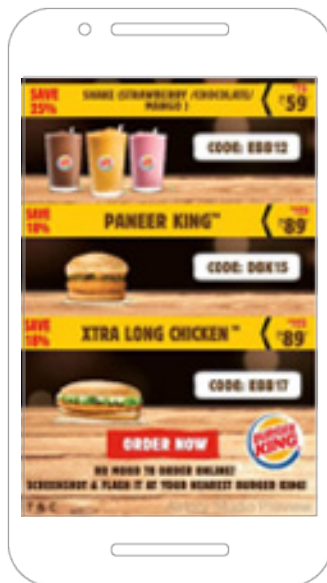
Campaign creatives

Campaign details:
Shake to reveal: 1
Peel to reveal: 1
Scratch to win: 7



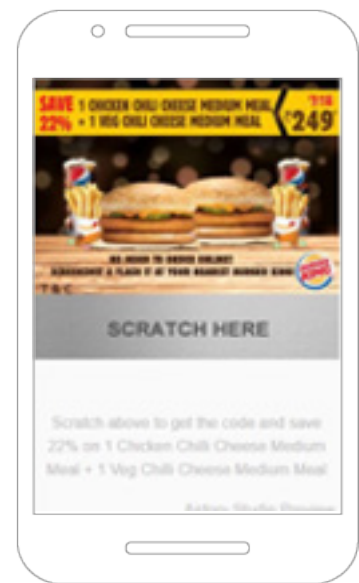
Shake to reveal

This is a crazy new feature that reveals when shaken



Peel to reveal

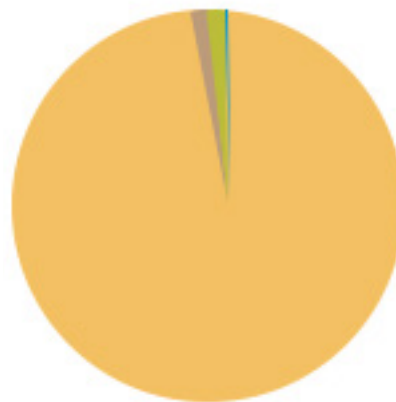
A simple yet fun peeling action which reveals the mystery in terms of a reward



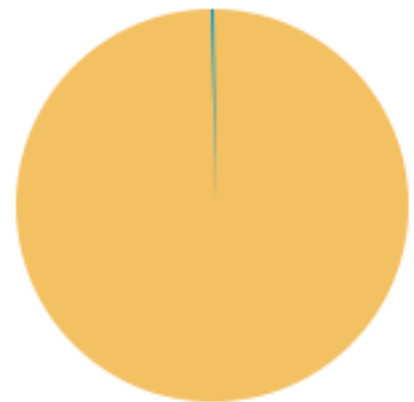
Scratch to win

The user interacts with the advertisement in form of a scratch, which reveals the coupon code

Distribution charts



- 96.83% Smatoo
824257
- 1.51% OMAX
12895
- 1.47% Inneractive
12541
- 0.00% Smart
18
- 0.00% others
6



- 99.29% Android
845240
- 0.71% IOS
6020