

# Burger king essay

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BA330 Marketing Communications| | Burger King| | BA330 Marketing Communications| grantham university October 4, 2012 Felix E Rivera grantham university October 4, 2012 Felix E Rivera 1. Do you think using an alternative digital media approach to reaching the target audience would be a long-term strategy or is just a short-term tactic? In our case study reading, Burger King uses the Facebook social network as their alternative digital media approach to reach the target audience with great success.

So much so, that “ Burger King has earned the reputation of ‘ king of viral marketing’ for repeatedly showing the ability to generate online buzz and create media attention for its entertaining Web campaigns” (Michael Dahlen, 2010). This is a clear indicator that this marketing approach is a long-term strategy for Burger King. There isn’t much not to like about the strategy that Burger King is using. Digital marketing has proven recession-proof in the times of global economic slowdown, especially when traditional marketing tools like newspapers and radio have proven helpless.

Digital media marketing strategies are far more cost-effective than the traditional marketing media tools and in this case it was just a matter of setting up a Facebook page. Because digital marketing media strategies have a high degree of measurability, Burger King used that to their advantage to track how many people visited their Facebook page during the ‘ Whopper Virgins’ marketing campaign actually “ sacrificed” friendships to earn a free Whopper sandwich. Even if the campaign didn’t garner any attention, the lesson learned makes designing future target-oriented digital media marketing program easier. . What are the main advantages of this sort of interactive media? Digital media marketing tools are more accessible

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to the audience. Digital media marketing is everywhere in our daily lives mainly because of the use of mobile phones and internet technology that provides a cheap medium to establish direct contact with the customers. Therefore, the rate of response is far higher in comparison to the traditional media.

Once an online campaign generates enough buzz, it can snowball into a viral success, as was the case with Burger King's ' Whopper Virgins' campaign. The benefit of viral marketing is the willingness of consumers to pass along novel or entertaining videos, applications and websites to family, friends and co-workers, a sort of digital accelerated word-of-mouth advertising" (Michael Dahlen, 2010). The cost-effective nature and target-oriented approach was touched upon briefly in the previous question, but to add to that, online marketing strategies enable the digital media marketer to hit the prospects regularly and repeatedly without fear of overextending any budgets. This helps in leaving a long-lasting impact on the target audience. Lastly, use of latest technology in digital media marketing campaigns creates an impression that the marketing company knows about the latest technological developments and believes in upgrading itself to keep up with current trends. 3. What other ' social media' ideas could Burger King use to keep the conversation going with its target audience? Burger King can keep the conversation going with its target audience by perhaps launching a national campaign that is unique as anything in its history.

They can ask consumers to contribute ideas towards a logo design for their most popular sandwich, the Whopper. An iconic sandwich such as the

Whopper deserves to have its own logo. Just like the Big Mac over at McDonald's deserves to have one as well.

Naturally, Facebook or Google + would be the launching pad for this campaign where people can vote online for their favorite submission. Each week designs will be paired off in twos so that people can vote for one or the other. The submission that garners the lesser votes essentially gets eliminated and cannot advance to the next round of voting. This process will continue until there are only two logo submissions remaining. This last vote can be televised during the halftime show of a sporting event of choice; preferably the Super Bowl or a Baseball World Series game. I believe the buzz that will surround this campaign will be substantial. References Michael Dahlen, F. L.

(2010). Levi's Jeans: Focusing on the Legend gives Legs to the Levi's Brand. In F. L. Michael Dahlen, Marketing Communications (pp. 233-235).

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