



CUSTOMER INSIGHTS DELIVER WHOPPER RESULTS FOR BURGER KING.



Learn how an insight-led marketing strategy fuelled one of *Burger King's* strongest financial years ever.



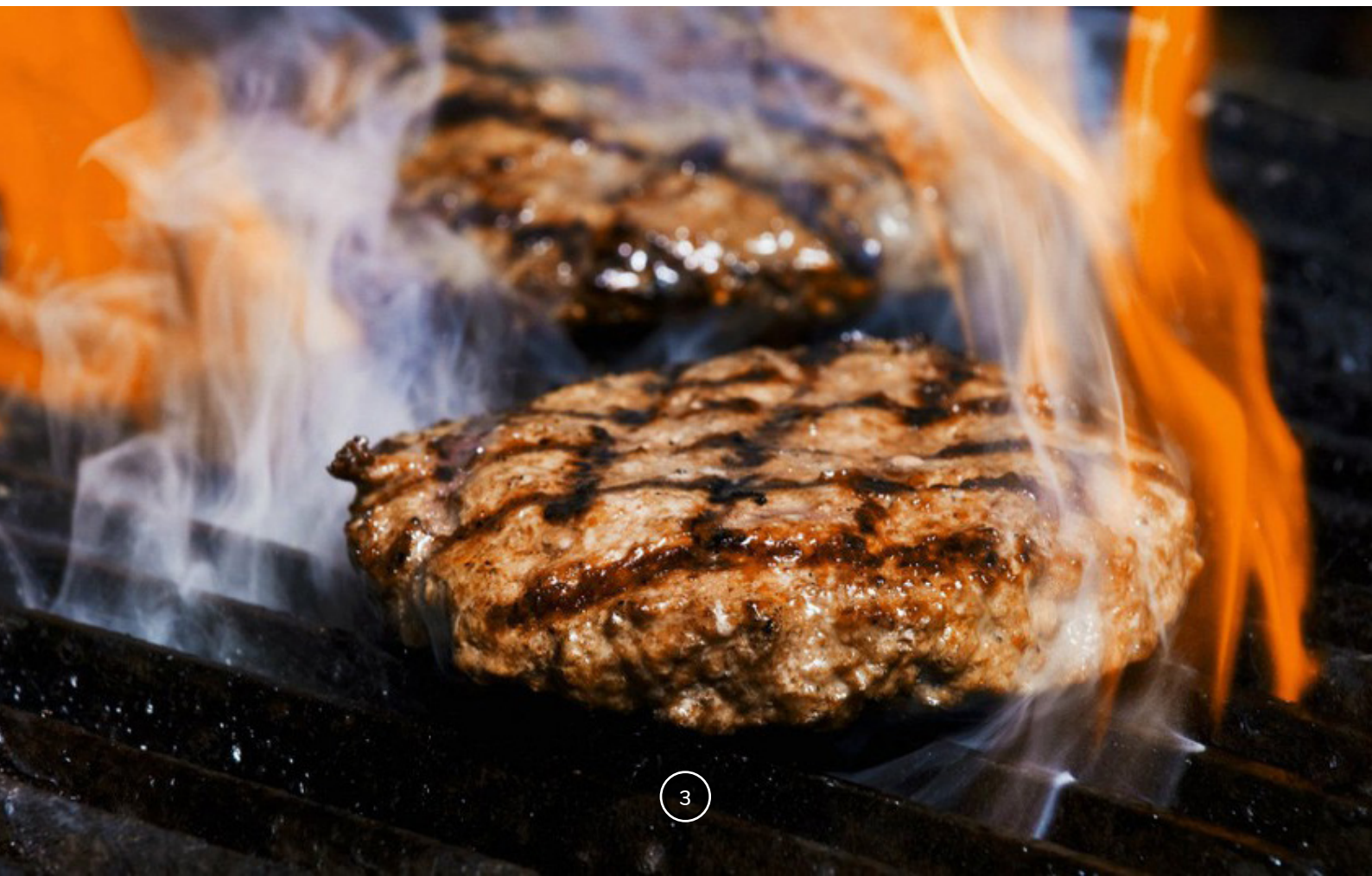
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BACKGROUND

Fast food icon, *Burger King*, has been delivering flame-grilled burger experiences to New Zealanders since 1993. With 83 outlets across the country, *Burger King* has been synonymous with value—that is tasty, made-to-order meals (and deals) that don't break the bank.

Yet, in the era of big data, a burgeoning food culture, and increased competition—thanks to a rising number of competitor outlets and new franchises landing on Kiwi shores—*Burger King* had to evolve.

And
evolve
they did.



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OBJECTIVE

Burger King's goal was simple:

Outperform their competitors by becoming a data-driven and insight led business.

"It was about making sure we had the right information to improve brand consideration leading to sales and EBITDA growth" says James Woodbridge, General Manager of Marketing at Burger King, New Zealand. "To do that, we needed to establish a research protocol going forward."

To fuel this evolution, *Burger King* needed to find a partner capable of capturing valuable consumer data—and, most importantly, interpret it in a meaningful way to fuel their marketing decisions.

That is where Perceptive came in.



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APPROACH

IN-DEPTH BRAND TRACKING

Before Burger King could implement a data-driven marketing strategy, they first had to understand their position in the market and how they performed next to their competitors.

“Our first priority was to get a brand tracker in place,” says James. “We needed basic market share data, as well as information around the key attributes that drove people to visit a restaurant in the quick service restaurant (QSR) industry.”

To this end, Perceptive runs monthly surveys that monitor the perceptions of Burger King’s restaurants, menu and brand, and how they compare to industry competitors. The information received from the surveys is displayed in an easy-to-understand online dashboard.

These dashboard insights have helped shape Burger King’s marketing strategy and have allowed them to better gauge the effectiveness of their brand messaging.

The tracker also monitors new innovations entering the market and how consumers responded to them. It’s this fusion of research and technology that has enabled Perceptive and Burger King to test new concepts and ideas related to both their brand and their menu.





ENHANCED CUSTOMER UNDERSTANDING

As the home of value, *Burger King* has almost exclusively targeted value-driven customers. But in the new dawn of the QSR industry, having just one market segment is a dangerous place to be.

“We did comprehensive segmentation research to enhance our brand tracker and also identify our key customer groups,” says James.

As it turns out, Perceptive found that *Burger King* had more than one type of customer. Not everyone who walks through their doors is concerned about getting the best value for money. If they were, *Burger King*’s restaurants would be full of young males who love a good burger and want to satisfy their hunger—for the right price.

“Our research set out to improve our understanding of who *Burger King*’s QSR consumers were, not just from a demographic and geographic perspective, but from a needs-based view too,” says Chris Pescott, CEO of Perceptive. “We wanted to uncover all the different types of consumer segments that existed—and to understand what motivated them to go to a fast food restaurant.”



What Perceptive found was an additional five segments of *Burger King* customers. Curiously, the bargain-hunting, value-driven customers they’d always marketed to were, in fact, their smallest segment.

“That research showed us and *Burger King* that there were other ways to communicate and connect with these audiences outside of just value,” says Chris.

In *Burger King*’s own words, it changed everything.

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OUTCOME

MORE THAN A VALUE-BASED BUSINESS

While value is still important, it's no longer *Burger King's* sole focus. Perceptive's new insights have shown *Burger King* that there are other powerful ways to connect with their audiences.

No longer pushing out simple, value-based messages, the *Burger King* brand has evolved to emphasise their unique flame-grilled flavour, fresh ingredients and great taste.

"They've become more complete," says Chris. "The *Burger King* brand is now synonymous with innovation and new flavours that excite people. They leveraged what they had all along, which was flame."

Before Perceptive, customers didn't associate *Burger King* with flame-grilling. That was perhaps the biggest learning for James.

"That insight, that few customers believed we flame-grilled, led us to the brand campaign 'Backyard BK', which was a massive success for us.

The 'Backyard BK' campaign went on to win a place on the prestigious WARC 100 list which measures and awards the 100 most effective advertisements in the world each year.



Burger King know exactly who their customers are, how to serve them and how to give them the best possible burger experience

Chris Pescott



Another key takeaway for *Burger King* was the realisation that they were more than just a fast food business. Whether customers are sit-down dining or swinging through the drive-through, they are not just served food, but also an experience. That recognition has helped *Burger King* refine that experience into something unique for each of their customer segments.



AN EVOLVED MARKETING STRATEGY

Before working with Perceptive, Burger King's marketing was centred around location and season. It had little regard for what different consumer segments wanted. Now, Burger King responds to the needs of the customer first and foremost.

"In identifying those customer segments, we were able to quantify how big those segments were and prioritise which groups we wanted to go target," says James. "We now know what triggers them to visit, and what turns them away. That now fuels our marketing strategy, because we know the kind of messages each segment was receptive to."

Part of Burger King's new strategy involved shifting their marketing calendar from product-centric to customer-centric. With it, they realised they could not just move more product, but also sell it more profitably.

It was a "cornerstone shift", according to James.

"Focusing on the customer gave meaning into why we needed to innovate and create new products for our menu," he says.

"2016 was our best ever year," says James.

"We peaked, both in terms of profitability and sales, driven by more customers coming to us more often."



We're able to touch base with customers to understand if a product concept, or taste perspective, is relevant or not.

James Woodbridge





A STRONGER AND MORE AUTHENTIC BRAND

A better understanding of who their customers are and what drives them to their restaurants has also changed the way *Burger King* talks to their customers. The results? Their marketing is not only more targeted, it's also more authentic.

Burger King's traditional 'cast-the-net-wide' strategy that attempted to appeal to everyone with blanket messaging is gone. Now, they cover the different segments with target messaging that they know is relevant to them.

"The insights we generated out of the segmentation allowed us to be very crisp with our targeting for product development and brand positioning. It has all come together to grow our business," James says.

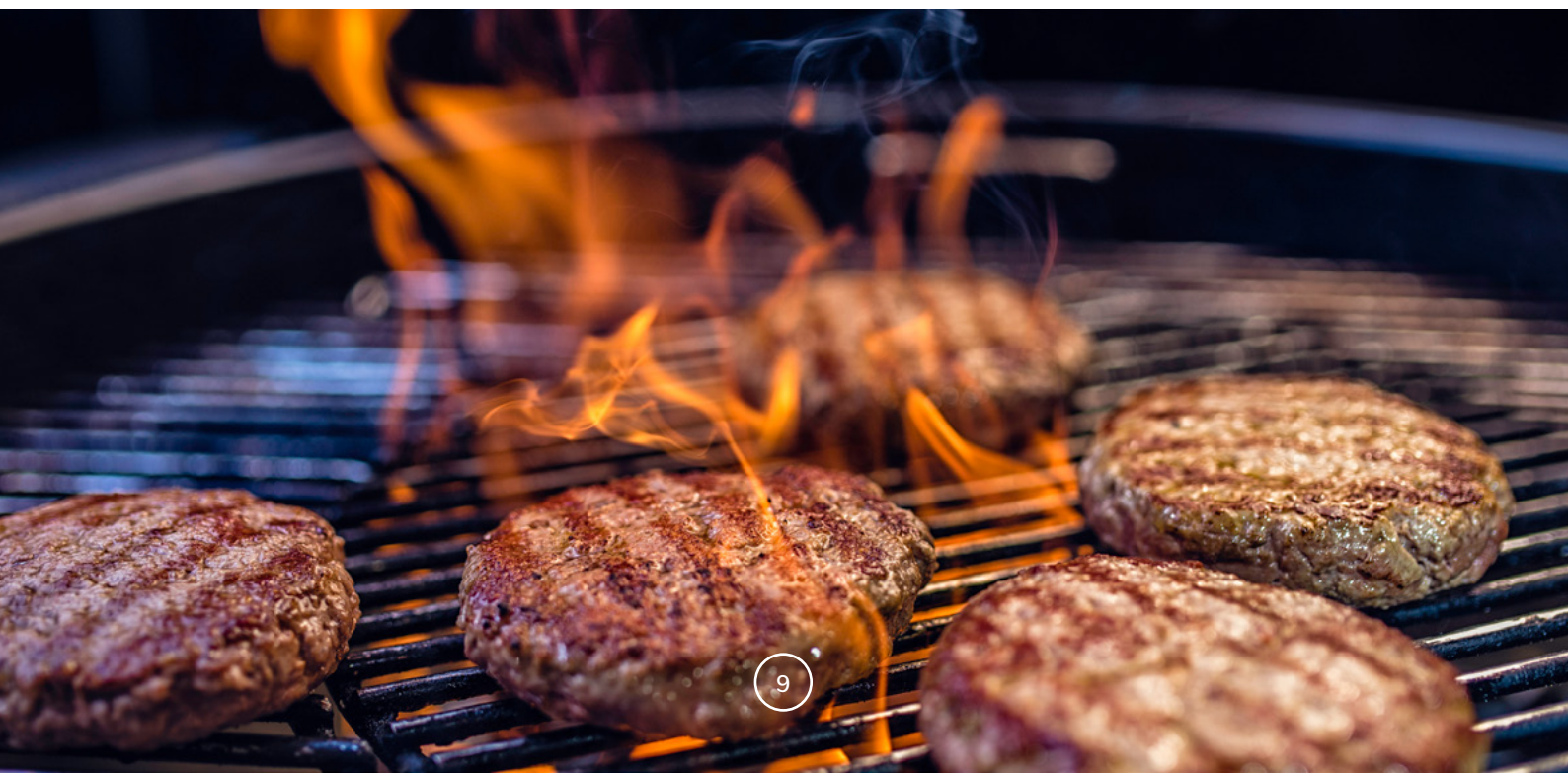
"And with our brand tracker dashboard, we can directly see whether we're talking to our different segments in the right way."

AN INNOVATION LEADER IN THE QSR INDUSTRY

Understanding what their customers care about has also helped *Burger King* bring new innovative ideas to the market.

"Since we started the brand tracker, we've doubled the number of people we survey every month," says James. "It has allowed us to scope out the attractiveness of different products."

From chicken wings and chicken fries to sliders, veggie burgers, and hand-held deserts, *Burger King* has used the brand tracker to test product ideas and explore new taste profiles.





“It’s a very quick and cost-effective way to get a ‘toe-in-the-water’ response from our customers,” James says.

“They’ve really found their rhythm in predicting what consumers are going to want,” says Chris.

“The Burger King we started working for would never have launched churros with chocolate dipping sauce, but now they have and they have sold so many they’re running out of stock,” says Chris. “The same thing happened with chicken fries.



It’s because of their intimacy with their customers and with New Zealanders that Burger King can launch these new products and know it’s going to work.

Chris Pescott



NOW THAT YOU KNOW WHAT PERCEPTIVE CAN DO... ISN'T IT TIME YOU GOT IN TOUCH?



Building brands is what we love to do. But who actually owns your brand?
Today it's your consumers and the market—not you.

So, understanding your consumers' needs, motivations, attitudes and behavioural drivers is critical when implementing any strategic plan. We know exactly what to look for, where and how to uncover the insights that will—in *Burger King's* own words—change everything.

[Click here](#) to get in touch.



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