

THE WHOPPER WITH TRIPLE ONIONS THAT KEEPS OTHERS AWAY FROM YOU

SOCIAL DISTANCING WHOPPER

"HILARIOUS WHOPPER
PROMOTES SOCIAL DISTANCING"
Forbes

"BK WANTS YOU TO HAVE IT YOUR WAY
AND MAKE OTHERS STAY AWAY"
FOX NEWS

"STINKY FOR BREATH,
BRILLIANT FOR SOCIAL DISTANCING"
WIRED

"THIS IS SOME NEXT LEVEL
MARKETING GENIUS"
★

BACKGROUND

After three months of total confinement caused by Covid19, Italian people were finally free to move around. However, to preserve public health, the Government had established some new rules. The most important, to keep at least one meter apart from one another.

IDEA

After the lockdown period, people had a great desire to eat out but the need for safety was even greater. In response to this and in celebration of their restaurants reopening, Burger King introduced the Social Distancing Whopper. Their iconic classic made with three times the onions to ensure others keep a safe distance.

EXECUTION

The Social Distancing Whopper has been available at all two hundred Burger King restaurants across Italy and via Uber Eats delivery since the day lockdown ended. Launched through a social and digital campaign along with OOH, a TV commercial and in-store posters.



3 BILLION
IMPRESSIONS

ENGAGEMENT RATE
+98%

€22 MILLION
IN EARNED MEDIA

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