

Case Study: Burger King

Campaign Objective: Increase awareness of Burger King and Burger King's Flame perfume.

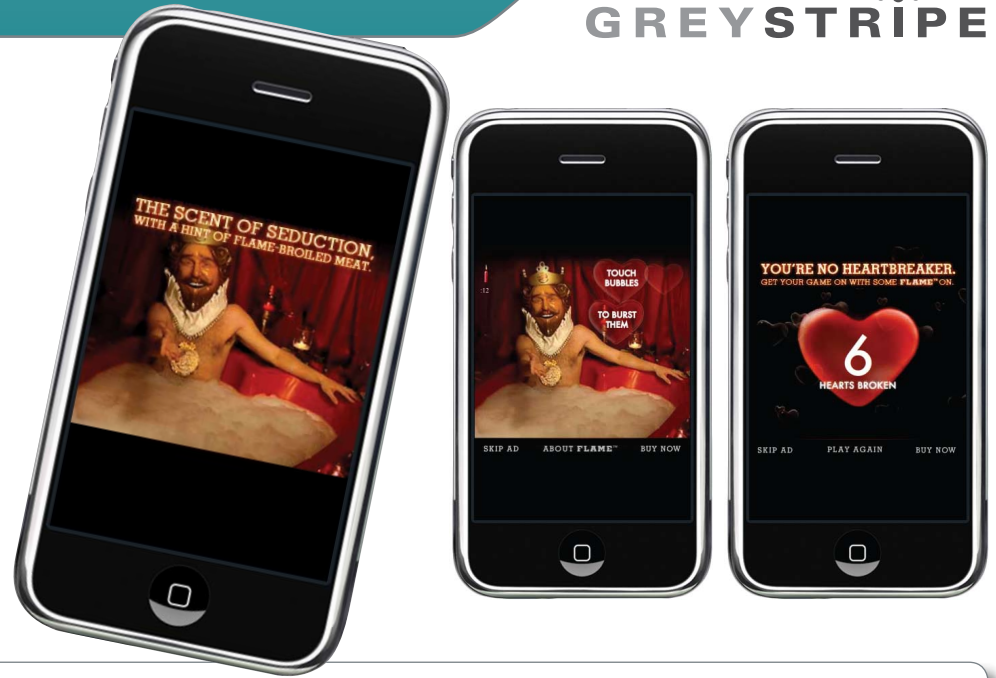
Research Objectives: Measure effectiveness of Burger King's Flash ad running on Greystripe's iPhone network.

Greystripe Run of Network: U.S.

Flight dates: 2/13 – 3/6/09

Campaign Highlights:

- 13.9% of users interacted with Burger King's GS.Tailgate ad.
- Users spent an average of 16 seconds interacting with the ad.
- 167% lift in top of mind awareness of Burger King.
- 88% lift in intent to purchase Burger King's Flame body spray.



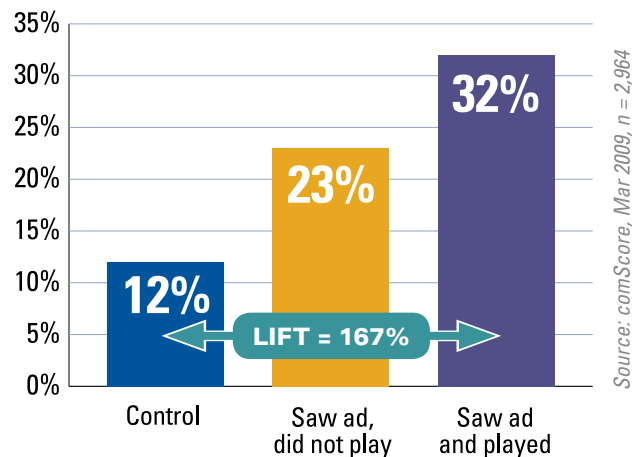
GREYSTRIPÉ

comScore Survey Results

Campaign increased awareness of Burger King and Burger King's FLAME body spray.

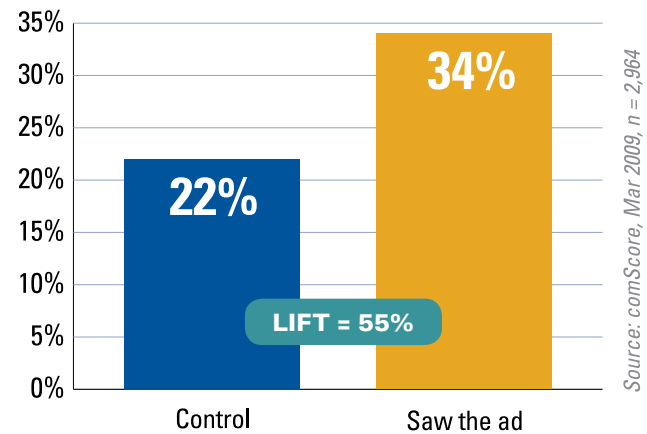
167% lift in top-of-mind awareness of Burger King.

Question: When thinking of fast food restaurants, which brand comes to mind first?



55% lift in awareness of FLAME body spray.

Question: Have you seen or heard of Burger King's FLAME body spray?

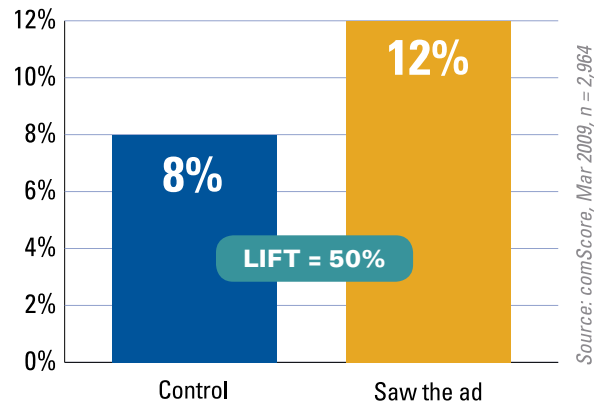


comScore Survey Results

Campaign increased both intent to buy and likelihood to recommend Burger King FLAME body spray.

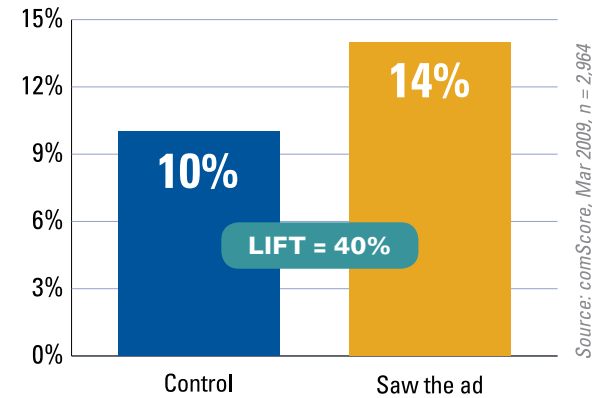
50% lift in purchase intent for FLAME body spray.

Question: How likely are you to purchase Burger King FLAME body spray?



40% lift in likelihood to recommend FLAME body spray.

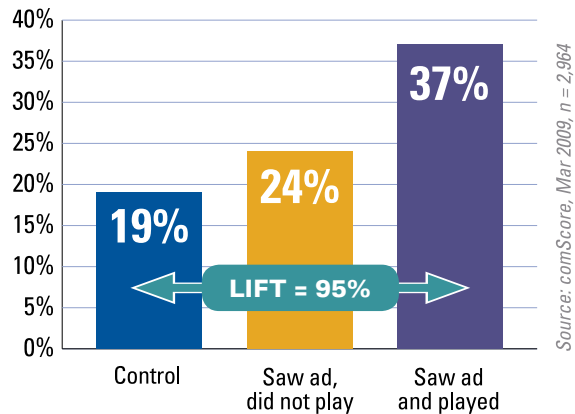
Question: How likely are you to recommend Burger King FLAME body spray?



Burger King's iPhone Flash ad was well received.

95% lift in positive perception of Burger King because of iPhone ad.

Question: Is your opinion of Burger King better because of advertising on the iPhone?



85% of users enjoyed the game.

Question: Did you enjoy the Burger King game on the iPhone?

