

BURGER KING

A BUFL Success Story



What have we done before?

We helped Burger King make fast but validated targeting decisions by involving the local customer.

Challenge



Plant-based food solutions are known to be a growing category in the fast-food chain landscape. For brands, there are couple of reasons to explore these options such as improving brand image, responding to healthy eating trends and being able to reach new and growing customer segments. With this in mind, Burger King developed two plant-based alternatives, namely the plant-based Whopper and the plant-based nuggets.

The purpose of this study is to gauge which segments are interested in Burger King's plant-based alternatives. Who are the people eating it? Do they have specific characteristics or behaviors and can Burger King use them to feed their go-to-market strategy?



Way of Working

Outcome & Impact

In a few hours time, the trend of plant-based alternatives was confirmed by the market; people reacted in a positive way and found it a good alternative.

The most promising customer segment (socio-demo + behavioral) was identified, and two new plant-based concepts were validated.

Interestingly, the research showed how the concepts would impact existing customers and whether it could attract new customers.

Finally, the preferred flavor and possible hurdles for adoption were identified, ideal insights to feed Burger King's launch strategy.

Ready for the next stage



Go-to-Market

In addition to clear customer segments with more interest, the research also showed how the concepts would impact existing customers and whether it could attract new customers. In this way, both retention and acquisition could be achieved.

A concept test with positive results in terms of interest and clear target groups ensures Burger King is ready to enter the next phase. With this experiment, BUFL managed to bring clarity around marketing and positioning for plant-based alternatives. Next up: Burger King can confidently translate these insights into clear messaging and brand associations, and... start validating again!

