

BURGER KING

THE MOLDY WHOPPER

A presentation by Giovanna Qu

https://www.youtube.com/watch?v=oSDC4C3_16Y

Burger King's agency partners: Publicis, Ingo and David Miami





The Whopper



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The Whopper DAY 34



The Whopper DAY 34

THE BEAUTY OF NO ARTIFICIAL PRESERVATIVES



“Let’s show that the beauty of real food is that it actually gets ugly. Let’s show that because we don’t have preservatives from artificial sources, our product does decay. And let’s show that in a beautiful way.”

-Fernando Machado, Burger King CMO



Drew Mingl 🏛️💻📊🌱 @drewmingl · Nov 1, 2019

Happy 10th birthday to the last #McDonalds hamburger & fries sold in Iceland. On display 10 years later & looking fresh as ever- hasn't aged a day. #lastburgerselfie #snotrahouse



4

29

59



https://twitter.com/drewmingl/status/1190307669837402113?ref_src=twsrc%5Etfw%7Ctwcamp%5Etweetembed%7Ctwterm%5E1190307669837402113%7Ctwgr%5E%7Ctwcon%5Es1 &ref_url=https%3A%2F%2Fdigg.com%2F2020%2Fburger-king-moldy-whopper

THANK YOU !

Questions?