

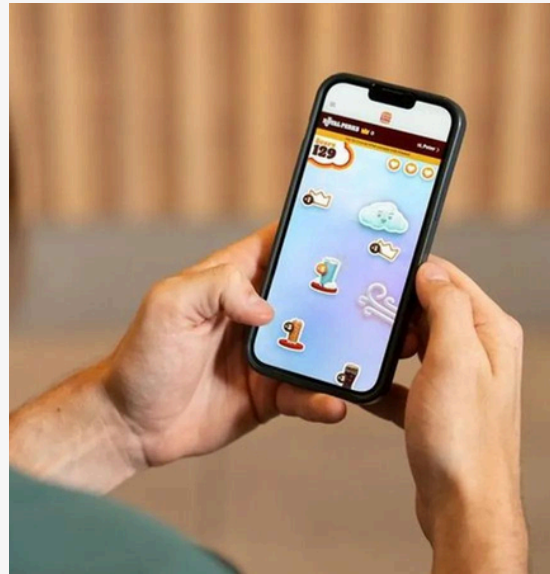
WHY BURGER KING IS ALL-IN ON GAMIFICATION

A FULL PIPELINE OF NEW AND UNIQUE IN-APP GAMES DRIVES ENGAGEMENT FOR THE BRAND

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BOTTOM LINE BENEFITS

It can be beneficial to the bottom line when brands put a greater focus on building long-term customer relationships. “We are living in an economy that is reliant on relationships with frequent and active engagement,” said Arlene Spiegel, a New York-based restaurant consultant. “Most diners experience the brand on their phones with a greeting by name, ordering, paying, rewarding, thanking. Games are an enticing way to own the highest-valued real estate in today’s digital world: embedding your brand’s app on a smartphone.”



MARKETING STRATEGY

Burger King recently launched a new video game for its 70th birthday called Balloon Burst that gave members of the chain’s Royal Perks loyalty program an opportunity to enter a sweepstakes and earn points. This reflects the key role games play in Burger King’s marketing strategy, helping the chain build brand affinity and increase guest loyalty. The goal of its gamification strategy is to create an emotional connection by going beyond rewards to provide a touch point for loyalty members.

