



By Niek Naus & Jake De Buratte

## Challenge

Create an April Fools day prank for burger king aimed at skeptical teenagers.

## Insight

Russian interference is a very current topic. With the scale of the influence becoming more apparent every day, we aim to highlight the issue by rebranding to Burger King to Burger Tsar.

# THE PLAN



1

31st March

Overnight, we rebrand Burger King to Burger Tsar, updating stores and online channels.



2

1st April

Announcements on social media channels and on posters in stores.

The posts continue, totally contradicting previous statements.

Boiled potatoes will replace fries and the Whopperkov will replace the good old Whopper.



Burger Tsar

2 hours •

We're replacing all of our fries with delicious boiled potatoes!  
#BurgerTsar #BoiledIsTheNewFried

**BOILED POTATOES**



You, Aleksei and 1113 others

3

2nd April

Social media post and instore poster closing the campaign, introducing the take home message with a video of the potatoes being shredded and thrown into the deep fryer.



Burger King

30 mins •

In today's day and age, it's important not to take everything as truth. Don't trust everything you see, check your facts and form your own opinions. We'll always be Burger King. #RealNews



## THE TAKE HOME

The fundamental reason behind the campaign is to promote knowledge and understanding of the power of influence, encouraging the public to be conscious of the issues, allowing them to form their own opinions. This will be announced after the prank has finished.

In addition, filming will have taken place throughout the day in stores filming consumers' responses and online reactions recorded, producing a video that will summarise the prank and emphasise the underlying anti-influence message.

**“GO BEYOND  
THE HEADLINES  
AND FORM YOUR  
OWN OPINIONS”**