


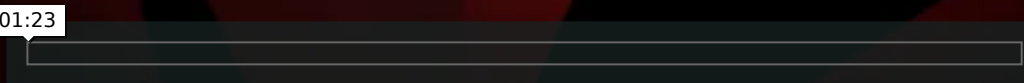



Digital Transformation Festival

On Demand

[Watch Now](#) | [View Speakers](#)

Catch up with the latest content from the world's first Digital Transformation Festival.

Digital Transformation Festival

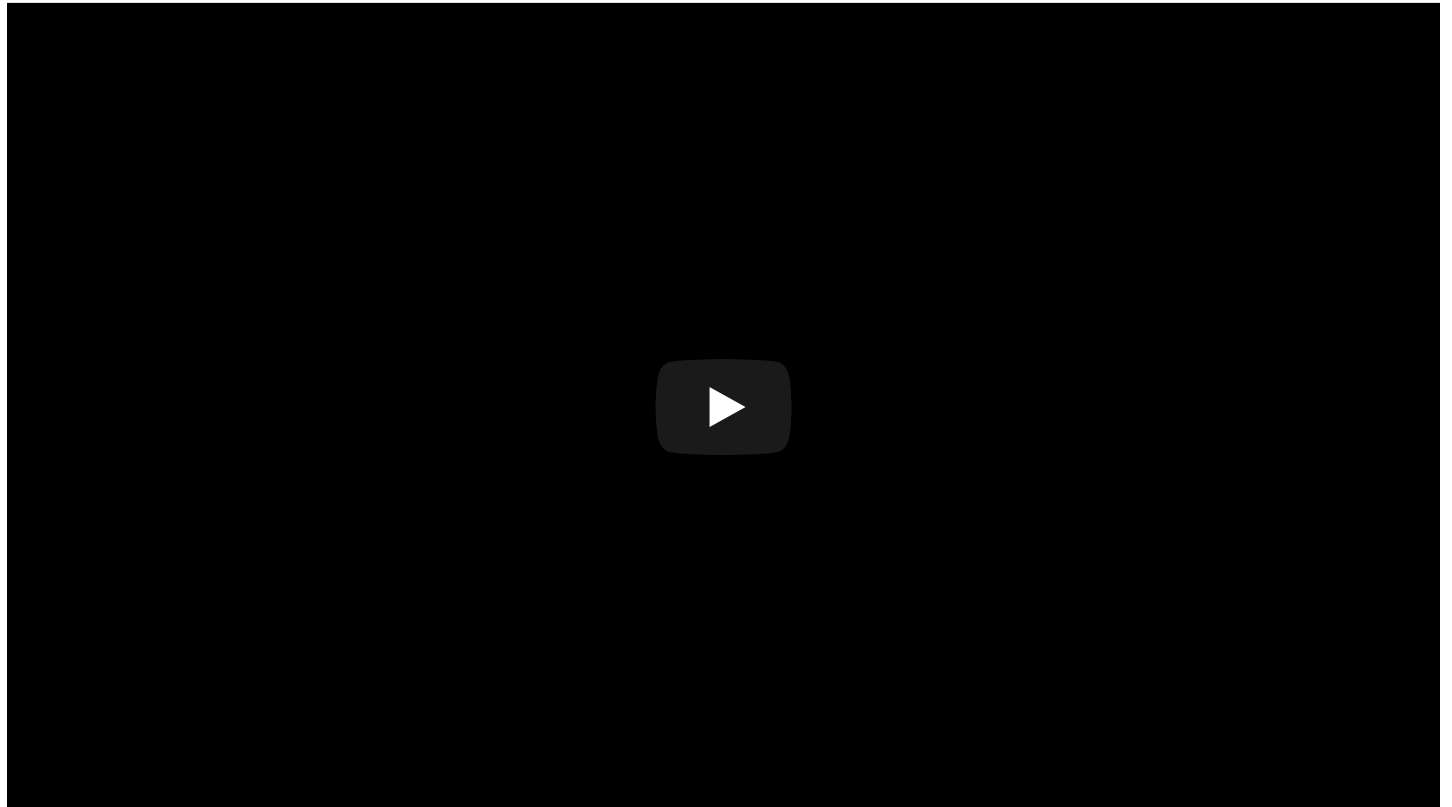
01:23     

Burger King reveals there's been a Big Mac hidden in every Whopper ad this year

Creative Works

By Imogen Watson

23 December 2019 10:59am



As 2019 winds to an end, Burger King has a secret to reveal: to prove that the Whopper outsizes rival McDonald's Big Mac it has hidden one behind every advert this year.

Burger King's Whopper is positioned as a heftier option for fast-food lovers getting their burger fix. Seeing this as a differentiating benefit against its rival burger, Burger King endeavoured to find a way to prove it - on a massive scale.

It hid a Big Mac behind every Whopper ad that its creative agency BBH made this year. Within every piece of print, TV, OOH and in-store advertising, Burger King placed a Big Mac behind every Whopper photographed. But due to the size of its own burger, the rival was often eclipsed from sight.

On Burger King's final stunt of the year, Ian Heartfield, chief creative officer at BBH London said: "Placing our competitor's product in our own ads throughout 2019 without anyone knowing has been one of the most fun ideas we have ever executed. It is of course just a good old fashioned

product comparison idea, but it's been brought bang up to date by some lateral thinking and rebellious media behaviour. We're loving it."

This is the **latest in a long line of McDonald's-targeted advertising** from Burger King that cheekily roasts its competitor.

Back in 2015, Burger King Brazil **convinced McDonald's superfans to get its rival to the Big Mac** tattooed on their arms.

In 2017, the brand's #NeverTrustAClown campaign intimidated its rival and its famous clown, Ronald McDonald.

At the Hamburg premiere of IT (the scary clown box office hit based on Stephen King's novel) the burger retailer flashed two spotlights on the screen prior to the credits rolling, the first stating: **'The moral is: never trust a clown'** and the second flashing up the Burger King logo.

Following this, it launched a 'Very Scary' campaign that **offered free Whoppers to the first 500 clowns** to show up at its London flagship restaurant on Halloween night.

Last year, Burger King UK's response to Kanye West's love of McDonald's **became the most-liked branded tweet of all time.**

And earlier this year, the well-documented burger rivalry between Burger King and McDonald's heated up once more, with the former **teasing the latter about its cooking methods via a series of well-placed billboards (or 'grill-boards').**



#WhopperSecret

BBH

Burger King: A Whopper of a Secret by BBH

Added 4 months ago

Overall Rating

★ 4/5

Vote >

This article is about: [World](#), [Burger King](#), [McDonald's](#), [Creative Works](#), [Creative](#), [Brand](#)

 Share to Twitter

 Share to LinkedIn

 Share to Facebook



Join us, it's free.

Become a member to get access to:

- > Exclusive Content
- > Daily and specialised newsletters
- > Research and analysis

Register

Related



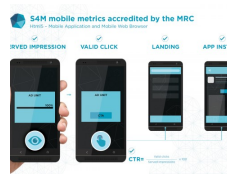


Open Mic

Add your own content to Open Mic



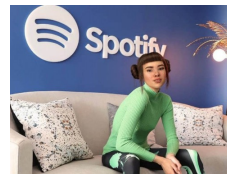
A guide to Facebook's new quality rankings



S4M granted continuation of its MRC accreditation



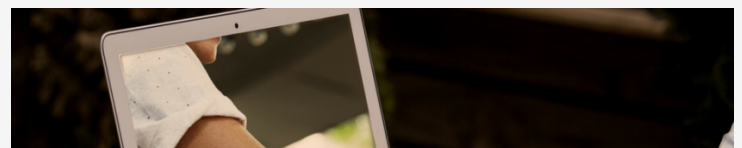
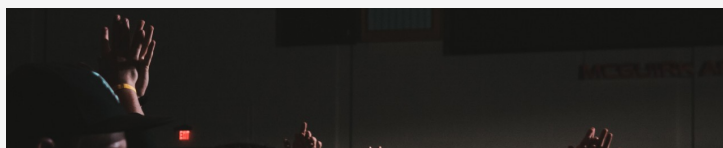
What trends will shape the ad tech industry in 2020?

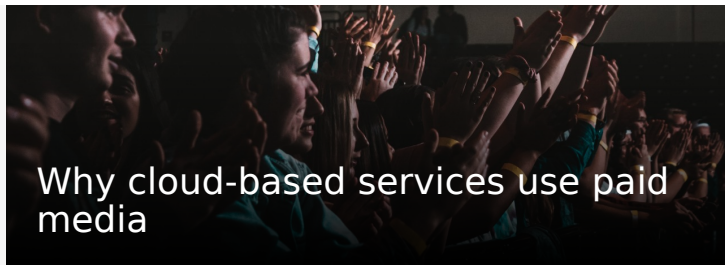


Influencer Marketing 2020 Predictions & Trends

Recommended Reports

From our Network

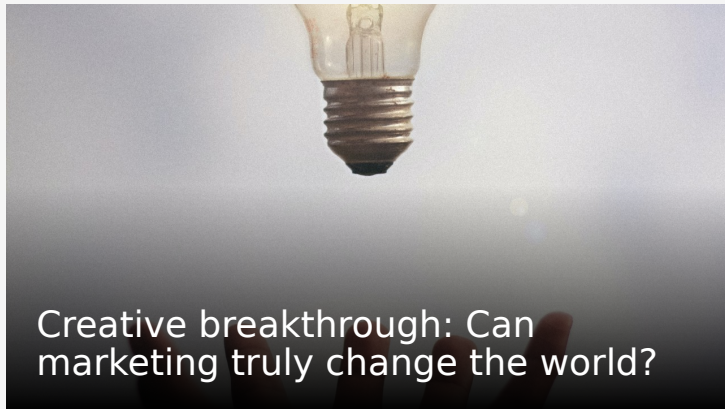




Why cloud-based services use paid media



Brands need to stop talking and start doing



Creative breakthrough: Can marketing truly change the world?



In-game: The dawn of a new ad category

The Drum articles suggested by **bibbl!io**

Helping publishers increase engagement, improve monetization and drive new audiences. [Read more](#)

Must Watch →

On The Scene Talking Heads Drum Documentaries Everything You Need To Know



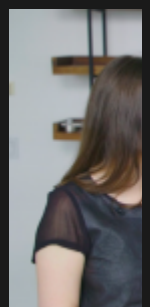
VIDEO

Chip Shop Chat: TCC's Steve Firth & Jack Glasscock discuss their entry 'Achoo...'



VIDEO

'Q2 will be a blood bath': Sir Martin Sorrell on Cannes, M&A and the Covid-19 bounceback



VIDEO

As Accenture's first CXO

The Drum Ink

Get empowered.

Hit the C-suite spot. 75% of The Drum Magazine readership are senior management or above.

Benefit from our monthly exclusive magazine content in multi-format.

Subscribe today and be educated, entertained and empowered.

[Subscribe now >](#)



Marketing can change the world



[Europe](#) [Americas](#) [Asia-Pacific](#)

[News](#) [Creative Works](#) [Awards](#) [Live Events](#) [Drum Network](#) [Research](#) [Studios](#) [Jobs](#)

[The Drum Recommends](#)

[About](#) [Advertise](#) [Calendar](#) [Contact](#) [Privacy](#) [Terms & Conditions](#)

