

# The secret behind the Whopper

**Burger King unveils a backstage stunt that it kept under wraps for an entire year.**



The secret is out. Just before the December holidays, Burger King “unveiled” a hidden prank that, naturally, targeted its biggest fast food rival. The king of burgers wanted to make it clear once and for all that its Whopper was far more “generous” than McDonald’s best known burger. So, according to the big reveal, it had hidden a Big Mac behind every single advertising image of the Whopper throughout 2019. Images showed the overshadowed burger emerging from behind the Whopper and proved the point. Guaranteeing some great PR coverage during the jolliest season.

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When we set up BBH in 1982 we did so with some fundamental beliefs that have guided our company to this day. ... read more

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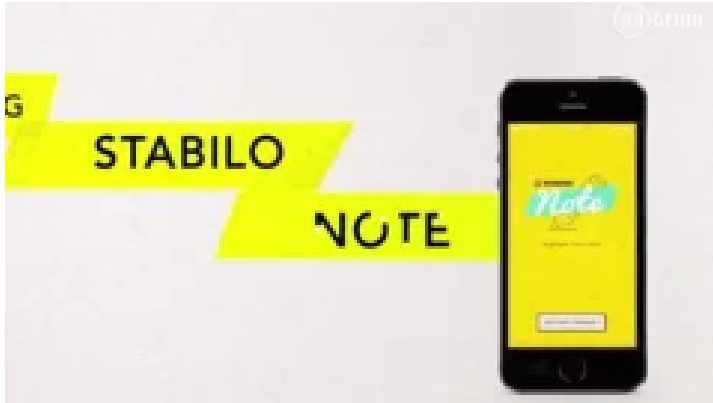
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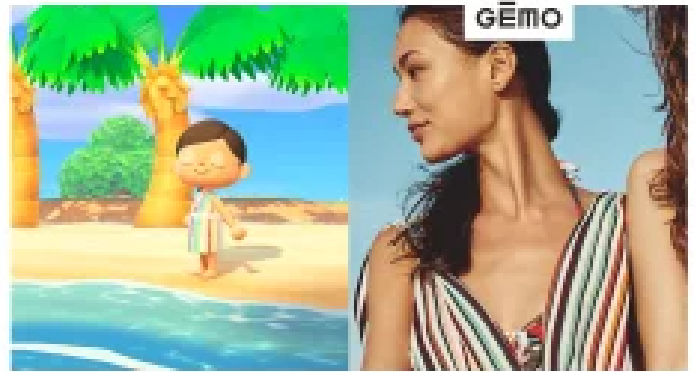
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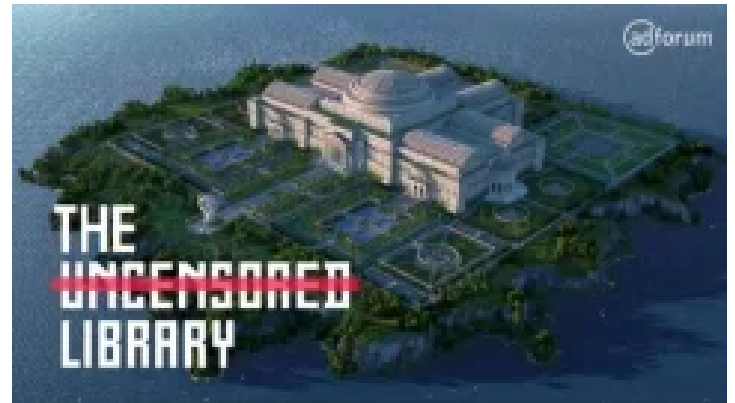
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