Case Study  **Burger King: Promoting a Food Fight**

1. Who is Burger King’s target audience and what are its communication objectives for that audience?

2. Why is viral or buzz marketing effective? Analyze the design of the subservient chicken site’s message, including content, structure, and format. What can you conclude from this analysis?

3. Do the TV and viral elements of the Burger King campaign work well together? What additional elements and media might CPD add to the integrated marketing communications campaign?

4. What other recommendations would you make to Burger King and CPD to help them improve the integration of Burger Kings promotional mix?