



Burger King Israel Success Story



-  www.burgerking.co.il/en-us
-  Fast food chain
-  5 locations
-  Israel

Burger King Israel Doubles Its Monthly Sales to Loyalty Club Members

Burger King, the global fast food chain, launched two new campaigns via its Como-powered loyalty program in an effort to drive repeat sales. In addition to doubling the number of purchases made by club members as compared to the previous month, the campaigns also brought more than five times the number of new members.

Goal

Boost Sales Among Loyalty Club Members

Eight months after reentering the Israeli market and launching its Como-powered loyalty club, Burger King was ready to move on to the next phase of its marketing strategy. Now, it was time to ramp up sales to members of its loyalty club.

For its next campaigns, Burger King's goal was to give each club member enticing new incentives to come back and make another purchase.



100%

increase in purchases made by club members



74%

increase in total spending by club members



5x

more loyalty club members

Solution

Great Deals, Not Freebies

Burger King launched two targeted campaigns in October of 2016 to motivate loyalty club members to make more purchases. The first campaign offered each loyalty club member a Double Whopper for the price of a Whopper. The second campaign rewarded members with a digital scratch card with every purchase. The scratch card revealed a coupon that could be redeemed with their next purchase.

What both of these campaigns had in common was that, although they offered great deals to members of the loyalty club, they were not freebies. In order to receive a bonus, a customer would have to make a purchase—and that would mean more sales for Burger King.

Loyalty Program Highlights



GIFTS

Exciting treats for loyalty club members on special occasions



POINTS SHOP

Members earn points for every purchase and redeem them for prizes



PUNCH CARDS

Members get rewards once they've filled a card

Success

5x More Members, 100% More Purchases

During the month of Burger King's two new campaigns, sales to loyalty club members skyrocketed. These members made twice as many purchases as in the previous month, spending 74% more money.

At the same time, these promotions helped the business grow its loyalty club and gather actionable insights. By the end of the month, its loyalty club had nearly five times as many members as it had at the beginning. And that growth has brought in lots of valuable customer data—which Burger King now plans to use in order to boost its sales numbers going forward.

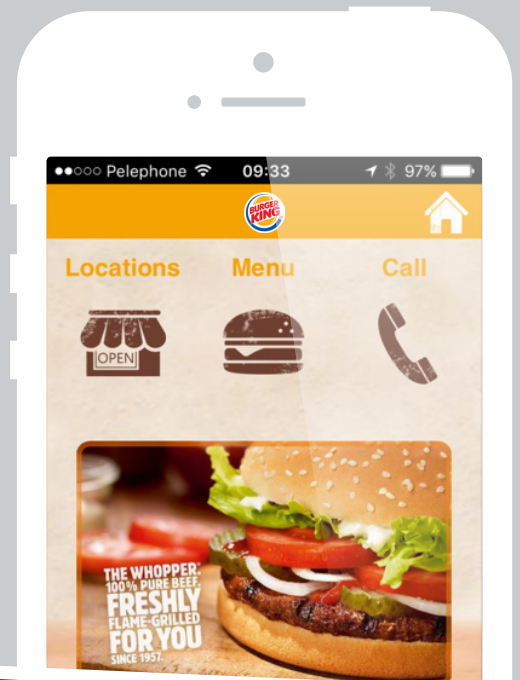
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Our loyalty club is about three things: rewarding customers, gathering useful data, and making more sales. When we ran our two big campaigns in October, we offered rewards in a way that helped us make a lot more sales—while gathering data that will help us make even more sales in the future.”



Steve Benchimol

CEO and Chairman of the Board,
Burger King Israel



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