

Programmatic showcase

Time, location and audience targeting for a campaign to promote the new Call of Duty video game

Campaign objective

- Draw attention to the new Call of Duty video game
- Drive in-store visits and purchases to Burger King to make use of an exclusive offer

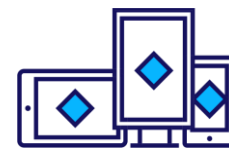
To promote the re-release of Call of Duty, a video game classic first released in 2009, they partnered with Burger King for their 2022 campaign. Anyone who ordered a Whopper menu could redeem a limited Burger King skin and 2XP.

The campaign targeted gamer and fast-food lovers, and only ran at popular meal-times (11.00-13.00 and 17.00-20.00) and on screens in close proximity to a Burger King branch.



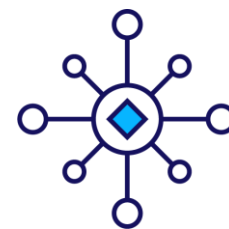
Target audience

- Gamers
- Fast-food lovers



Campaign specification

- Non-guaranteed



Inventory

- Street furniture in Switzerland, rail stations in close proximity to a Burger King branch

In collaboration with



Campaign reach

3,907,951

Viewable impressions

1,305,000

Net reach

19%

National range