

PROJECT: *BURGER KING KIDS CLUB LOYALTY PROGRAM*
Segment: Direct Marketing: Loyalty, Traffic Generation

Program objectives

- Build loyalty with Burger King's younger customers through Kids Club program.

Significant results reported by user

- As high as double-digit responses.



Segment	Direct Marketing: Loyalty, Traffic Generation
<p>Participants</p> <p>Client</p> <p>Print Provider</p> <p>Creative Agency</p>	<p>Burger King, www.burgerking.com.</p> <p>RR Donnelley, www.rrdonnelley.com, created the entire package in a single pass on an in-line, double-web offset press.</p> <p>Alcone Marketing, www.alconemarketing.com, a full-service sales promotion and marketing services agency, with expertise in promotional marketing, creative services, youth and family marketing, promotional merchandise, marketing services, interactive media, event marketing, entertainment marketing, merchandising POP, sports marketing, trade marketing and media services.</p>
<p>Program</p> <p>Target Audience</p> <p>Time Period</p> <p>Description</p> <p>Awards Received</p>	<p>Approx. 5 million children up to age 8 enrolled in Burger King's Kids Club.</p> <p>1999 to present</p> <p>A personalized birthday greeting is sent to members of Burger King's Kids Club. The original version produced by RR Donnelley contained glow-in-the-dark stickers and featured nine animated characters from the Burger King Kid's Club. The success of this format led to the production of other versions including popular animated TV characters.</p> <p>The self-mailer is personalized with the child's name on the cover, on a coupon for a free meal and on a sheet of stickers.</p> <p>Printing Industries of America 2000 Premier Print Awards competition – Award of Recognition in the "Specialty inks, coatings or fragrances" category and a Certificate of Merit in the "Diecuts, pop-ups, unique folds/involvement devices" category.</p>



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www.podi.org
 Phone: 585-239-6063 • Fax: 585-239-6093

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September 2001