

Fast Food



Burger King, often abbreviated as BK, is a global chain of hamburger fast food restaurants headquartered in Florida, United States. Burger King started operating under the umbrella of Tab Gıda in Turkey in 1995. Today, there are more than 500 Burger King restaurants throughout Turkey.



Burger King made a special offer for customers who order by phone.



We suggested Turkcell Sponsored Services* as a great channel to spread great news.



Throughout a week Burger King announced its special offer via SMS messages added to Sponsored Services.



As a result of the campaign, Burger King got **16.000** clicks to its order by phone number.

*Sponsored Services is a mobile marketing genre that subscribers get SMS about their interests throughout the day. Brands' messages are added to the end of this SMS.