

# Burger King® SA launches first TVC

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BURGER KING® South Africa launched its first local television commercial last night, Thursday, 6 October. With a definite South African spin, the ad dramatises an emotion everyone has experienced at some point - food envy.

Produced in Cape Town, where the brand launched in 2013, the ad perfectly captures that moment of sadness when we sit down to eat a simple meal and see someone eating a world-famous WHOPPER®. The premise is simple – it doesn't matter what you are eating, if it's not a freshly prepared WHOPPER®, you'll experience WHOPPER® envy.

[Ezelna Jones](#), Marketing Executive at BURGER KING® South Africa says that the brands' first foray on to local TV screens definitely had to focus on the world-famous WHOPPER® unique to BURGER KING®. "The freshly prepared, 100% pure beef, flame-grilled WHOPPER® is one of our top selling burgers worldwide and what the brand is best known for. We looked at the various lunch scenarios our fans would experience every day, and added a light-hearted take on what it's like to see your friend or colleague enjoying a WHOPPER®."

The local marketing team, in conjunction with their creative agency, [The Jupiter Drawing Room Cape Town](#), wanted to find an ad that is relevant to a South African audience.

"Our brand heritage is what sets us apart from the rest and makes us a leader in the quick service restaurant (QSR) industry but we believe in localising to meet a diverse South African audience. Exactly the same philosophy we've applied to our supply chain and menu has been applied to this ad. Taking the best of a global brand and adding some local flavour," adds Ezelna.

On 1 October, BURGER KING® officially opened its doors in Canal Walk Shopping Centre, further extending its foot print in the Western Cape.



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Welcome to BURGER KING® South Africa, the HOME OF THE WHOPPER®.

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