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BURGER KING® Brand Continues to Innovate with Integrated Digital Marketing Strategy

Brand Launches New Facebook Page, Mobile Website and Guest Relations Tool in Latin America and the Caribbean Region

MIAMI--([BUSINESS WIRE](#))--Following the launch of its first ever unified website in the Latin America and Caribbean region earlier this year, the BURGER KING® brand continues to position itself as a leader in digital marketing in the region with the roll-out of mobile websites, local Facebook pages and an online guest relations tool. Each of the new digital marketing tools has been designed to enhance the guest experience.

For the first time ever in the region, BURGER KING® guests have the ability to provide feedback on their restaurant experience through the website with the new guest relations tool. Guests can now input their feedback or questions 24 hours a day, seven days a week.

"We continue to listen to our customers and the guest relations tool is critical to supporting our franchisees provide the best possible BURGER KING® experience," says Jose R. Costa, vice president marketing for Latin America & Caribbean Region, Burger King Worldwide. "The power of digital marketing lies in the ability to create a two-way conversation between the brand and the consumer and for the first time this is now possible for our franchisees outside of their restaurants."

Mobile websites, designed to complement the unified website, allow guests to further interact with the brand and access burgerking.com from their smartphones. All mobile websites share a unified look, but provide content specific to the region. As a result, consumers will see the same site, but the information pertaining to restaurant locations, hours of operation, promotions and more will be relevant to their area. Supplementing the integrated digital marketing strategy, the brand is looking to social media channels to support ongoing communication and conversations with guests. Taking advantage of Facebook's recent launch of global pages for brands, the company has established its regional presence on Facebook for the Latin America and Caribbean region with the launch of its own page. Fans of BURGER KING® are now consolidated for the region so that when they access the BURGER KING® Facebook page anywhere in the region their IP address will redirect them to a page with content relevant to their specific market. The page will feature the language and content for the BURGER KING® restaurants of the country from which the page is accessed. Fans will also be exposed to global content on the regional page enhancing the unified aspect of the company's digital marketing strategy.

"Innovation continues to be a priority for BURGER KING® and having an integrated digital marketing strategy is critical element," continues Costa. "Digital marketing is a moving target and we will continue to innovate and look to enhance our channels of communication to provide our guests with the best possible experience from our restaurants, to our menu and online."

To find out more, visit the BURGER KING® website at www.burgerking.com or become a fan on Facebook at www.facebook.com/BurgerKingAmericas.

ABOUT BURGER KING WORLDWIDE

Founded in 1954, BURGER KING® (NYSE:BKW) is the second largest fast food hamburger chain in the world. The original HOME OF THE WHOPPER®, the BURGER KING® system operates in over 12,600 locations serving over 11 million guests daily in 83 countries and territories worldwide. Approximately 95 percent of BURGER KING® restaurants are owned and operated by independent franchisees, many of them family-owned operations that have been in business for decades. To learn more about Burger King Worldwide, please visit the company's website at www.bk.com or follow us on [Facebook](#) and [Twitter](#).

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Last Update on December 11, 2012