

Did Telling a Whopper Sell the Whopper?

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The Jury Is Still Out, but BK's Burger-Denial Ads Rake in Big Recall Numbers

Burger King's "Whopper Freakout" is on track to become the best-recalled ad in more than five years.

That's according to IAG Research, which pegs the spots, which began running in December, as the most-recalled during the first two weeks of 2008.

Freaking out: BK's video has gotten 1.5 million views since last month.

If they continue on that trajectory, said R. Daniel Dahlen, exec VP-restaurants and retail, "I can make a pretty educated guess that these have to become one of the most impressive performance numbers we've ever seen" in IAG's six years of tracking tens of thousands of commercials.

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