

Burger King Campaign To Attract Employees

2008-04-01

Decades ago, commercials asked, 'Aren't you hungry for Burger King now?' Today, a campaign from Burger King is seeking consumers with an appetite for work.

The campaign is intended to help Burger King Holdings find employees and managers for both its company-owned and franchised stores. That is a major challenge for all the players in the competitive fast-food industry, which is known for the frequent turnover of workers.

Unlike most campaigns in the realm of what is known as recruitment advertising, which usually have little or no connection to the brand and product campaigns sponsored by the would-be employer, the Burger King ads echo the playful tone and attitude of the popular 'Have it your way' campaign for the Burger King restaurants.

The recruitment campaign, which carries the theme 'You're King material,' includes posters, brochures, print ads, a Web site (bkcareers.com), banner ads on other Web sites, listings on job boards like CareerBuilder and even ads on the tray liners at the stores. Most of the people appearing in the ads are actual employees at Burger King restaurants, the company says.

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Source - New York Times

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