

Burger King Restaurants Extend Late Night Hours with Star Power, Music and Late Night Action

2008-06-02

Entertainment Powerhouse Sean 'Diddy' Combs and Acclaimed Director Spike Lee Collaborate in Advertising Spot as The King Takes Local Late Night Scenes by Storm

Burger King Corp. (NYSE:BKC) announced today that beginning June 5, 2008, U.S. restaurants will be open until 2 a.m. or later Thursday - Saturday. To support the extended hours announcement, BKC launches the next phase of its partnership with music and fashion mogul Sean 'Diddy' Combs, via a new television advertising spot, 'Diddy's Way.' Directed by acclaimed director, producer and actor Spike Lee, the spot begins airing today.

The ad features Diddy discussing the late night strategy with an actor playing BKC's CEO. Upon Diddy's announcement, 'BK(R) is open Late,' crowds of guests rush to BURGER KING(R) restaurants for late night dining.

'Further extending our late night hours allows us to meet strong consumer demand and deliver on the HAVE IT YOUR WAY(R) brand promise,' said Russ Klein, president, global strategy, marketing and innovation, Burger King Corp. 'Diddy is synonymous with late night and is a natural fit for his role as our 'Late Night Ambassador.'

'Last year's campaign was a huge success and this year, I wanted to do something bigger and better. Everyone knows I own the night, as 'Late Night Ambassador' it's my goal to get everyone involved, whether they're leaving a club, concert, or studio session, BK(R) is the only place that does late night right,' remarked Sean Combs.

BKC first announced its partnership with Diddy in October 2006 as part of a multi-year campaign.

In addition to the advertising, Burger King Corp. will be promoting its extended hours through an aggressive grassroots outreach campaign this summer in select key markets. Support will include sponsorship and consumer engagement activities at music festivals and nightclub and bar presence including in-venue advertising, branded bar essentials, BK(TM) Crown Card distribution and more.

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