

Groupe Bertrand CHR in Consumer Foodservice (France)

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Abstracts

Using an important marketing campaign to support the re-introduction of Burger King in France in 2012, Groupe Bertrand's strategy is to present Burger King as a new but trendier version of McDonald's and with better quality. The marketing campaign was successful, leading to queues outside new Burger King outlets and created an important buzz on the social media.

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