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**PESO Content Optimization Project**

**Project Summary**

On November 1st, 2020, Burger King will be announcing a new celebrity partnership with Lizzo. This partnership will lead to the launch of the “Lizzo Meal” which includes an Impossible Whopper, fries, and an oat milk chocolate shake. Burger King is working to increase food options for vegetarians and vegans as well as increase sales on the Impossible Whopper. Because Lizzo is a strong advocate of a vegan diet, Burger King chose her as a relevant promotional figure for the project. Burger King will also be launching a new line of milk shakes and smoothies made with oat milk to cater to individuals with dietary restrictions.

The goal of this project is to increase sales and media attention around Burger King. We hope this project will generate enough media buzz around Burger King to compete with McDonald’s and its recent celebrity partnerships with Travis Scott and J. Balvin. The specific objective we have is to increase Impossible Whopper sales by 50% by January 15th, 2021. We are also looking for a 30% increase in customer engagement on social media channels, specifically Instagram and Twitter, by January 15th, 2021.

To accomplish the objectives of this project, we will be employing several strategies. First, we will create a blog post that provides background information on the project and the Impossible Whopper, why Lizzo went vegan, why oat milk is beneficial, and how to enjoy eating what you want even with dietary restrictions. We will also launch an entire Instagram campaign for the partnership including pictures of Lizzo with the new meal. We will have Instagram highlight reels that feature short interviews and clips of Lizzo singing. The Burger King Instagram page will also feature select coupons that can be used for in-store purchases or online

orders. We will replicate this campaign on Twitter to involve our audience there. We will tweet quotes from Lizzo about the meal and also offer coupons on the Twitter account. We plan to make the Twitter profile very interactive with Lizzo's fans through contests and free meal coupon offers. We will begin a Pinterest board and tag all appropriate promotional photoshoot items on the Pinterest board as well as information about dietary restrictions, oat milk, and vegan burgers. Finally, we will run ads on Snapchat that feature short video clips of Lizzo promoting the meal. These ads will appear in the news section on Snapchat.

Our target audience for this project is the vegan and vegetarian community as well as Lizzo's fan base. Lizzo has a very far-reaching influence and we hope many of her fans will support her trademarked meal. We also hope to entice more vegans, vegetarians, and individuals with dietary restrictions to eat at Burger King because of the alternative food options available. Our objectives of boosting media attention and driving sales are knowledge and behavior based objectives. First, we need to make sure that people know about the vegan options available at Burger King. Second, we need to drive them to purchase these meal items.

The key messaging for this campaign will revolve around individuals being able to eat what they want while still being healthy and having the option to eat at typical fast food restaurants that offer alternatives for dietary restrictions.

## Blog Post

### How Lizzo Enjoys Fast Food While Sticking to Her Vegan Diet

Grammy winning singer, Lizzo, has been vegan for the last six months as of October, 2020. In the past, Lizzo had been vegetarian, but following her most recent tour, she found herself returning to meat. During quarantine, she had a moment of realization as she blended a pound cake and a stale donut into a milkshake-like concoction. She had been vegetarian for the past seven years and thought that veganism was just one step further. She states that being vegan was easier than she had originally thought. During quarantine she found many supplements to her diet that were sans animal-product and still delicious.



One of these happens to be Burger King’s Impossible Whopper.

“I fell in love with the Impossible Whopper,” Lizzo states. “There are times when I really crave a burger, and I honestly can’t tell the difference between the Impossible Whopper and the regular one.”

We contacted Lizzo when she first decided to go vegan, and asked what she usually paired her Impossible Whopper with.

“I really love an Impossible Whopper with barbecue sauce, I make it a meal by adding french fries, and I usually get water with that, but I really wish I could enjoy a milkshake with it.”

And thus the Lizzo Meal was born.

We added barbecue sauce to our Impossible Whopper, a medium french fry (unlike some of our competitors, our fries are vegan), and we added a chocolate oat milkshake to our menu.

People go vegan for many reasons such as health restrictions, a passion for animals, and, perhaps the most common, to help the environment.



Our Impossible Whopper is made by Silicon Valley-based Impossible Foods. The flame grilled patty is made with soy protein concentrate and a special additive called soy leghemoglobin. This special ingredient is what makes our patties so similar to the real thing. Soy leghemoglobin is made with heme, a

compound found in plants that is identical to what forms muscles in animals. While our burger patty is completely plant-based, it has the same look, feel, and taste as its beef counterpart. Our newest patty is also contributing to a safer planet earth. A study done by Impossible Foods found that when making their patties, the Impossible Burger used 96% less land, 87% less water and 89% less greenhouse gas emissions, so you can enjoy your vegan meal knowing that you're helping our environment.

Our decision to use oat milk also was heavily influenced by our carbon footprint. Burger King has partnered with Oatly to create our milkshake. Oat milk is one of the most environmentally conscious milk alternatives. It takes one-sixth amount of water and resources to produce one pound of oats than it does one pound of almonds. In addition oats use 80% less land to grow than dairy milk, and oat milk produces less greenhouse gas emissions than soy milk or dairy milk.

“I put oat milk in all of my protein shakes, so when I was told they were creating an oat milkshake for my meal, I was ecstatic. I used to love BK's milkshakes and I'm really excited for everyone to taste this amazing vegan version!” says Lizzo.



While Lizzo is loving her life as a vegan, she encourages her fanbase to love themselves at all stages of their lives. Lizzo asserts, “I love myself just as much now as I did when I ate meat. I'll never shame anyone for their life choices. Self-love is so important, especially now. So, enjoy your regular Whopper, your Impossible Whopper, or anything else you prefer. Do you what makes you proud of yourself.”



Burger King



Liked by 15,762

**Burger King** You know her...you love her...and so do we.

We are so excited to be announcing our collaboration with [@lizzobeeating!!](#)

Stay tuned to find out what makes up the Lizzo Meal.

[#BurgerKing](#) [#Lizzo](#) [#Collaboration](#) [#Vegan](#)

[View all 157 comment](#)

November 1



Burger King



Liked by lizzobeeating and 13,354

**Burger King** Introducing: The Lizzo Meal!

An Impossible Whopper with fries and and an oat milk chocolate shake. Can it get any better than this?

This meal is 100% vegan and 100% @lizzobeeating approved. Available at all Burger Kings now!

[#BurgerKing](#) [#Lizzo](#) [#Collaboration](#) [#Vegan](#)  
[#ImpossibleWhopper](#) [#LizzoApproved](#)

[View all 97 comments](#)

November 3



Burger King



Liked by lizzobeeating and 10,925

**Burger King** A gift to you from us here at Burger King. From November 5th through November 10th, with any purchase of the Lizzo Meal, enjoy an additional Impossible Whopper for free. Give a vegan gift, one for you and one for your friend!

[#BurgerKing](#) [#Lizzo](#) [#Collaboration](#) [#Vegan](#)  
[#ImpossibleWhopper](#) [#Coupon](#) [#FreeWhopper](#)

[View all 75 comments](#)

November 5



**Burger King** ✓  
@BurgerKing



@lizzo...I don't know about you, but we're #FeelinGoodAsHell. We are thrilled to announce our collaboration with @lizzo!! RT with your guesses on what makes up the Lizzo Meal! We'll give you a hint: it's Impossible to resist.

12:00 PM · Nov 1, 2020

670 Retweets 10.7K Likes



**Burger King** ✓  
@BurgerKing



To all of our vegan friends...you talked, we listened!  
From November 5th through November 10th, with any purchase of the Lizzo Meal, enjoy an additional Impossible Whopper for free.  
Now that's what we like to call a proper gift. #Coupon #ImpossibleWhopper #FreeWhopper



12:00 PM · Nov 5, 2020

482 Retweets 12.3K Likes



**Burger King** ✓  
@BurgerKing



You heard it here first! Available at all Burger Kings now.

RT @lizzo

"You DO NOT want to miss out on my #collab with @BurgerKing. The Lizzo Meal is an Impossible Whopper, fries and the brand new oat milk chocolate shake. To all my vegan followers...#IfYouKnowYouKnow"

12:00 PM · Nov 3, 2020

275 Retweets 9.7K Likes



## Sources

### Summary Sources:

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<https://www.cnet.com/health/burger-king-impossible-whopper-ingredients-calories-where-to-buy-it/>

<https://www.cnbc.com/2019/09/02/beyond-meat-uses-climate-change-to-market-fake-meat-substitutes-scientists-are-cautious.html>

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### Blog Photo Sources:

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<https://www.livekindly.co/lizzo-makes-spicy-vegan-chicken-sandwiches-quarantine/>

<https://www.pinterest.com/pin/396105729723112220/>

### Social Media Post Sources:

<https://zeoob.com/generate-instagram-post/>

Instagram post 1 - photo source: Instagram @lizzobeeating

Instagram post 2 - photo source:

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Instagram post 3/Tweet 3 - photo source:

<https://swaggrabber.com/freebies-all/freestuff/t-mobile-customers-free-impossible-whopper-at-burger-king>

<https://www.tweetgen.com>