

# Instore

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# MarketingWeek engage | 2011 AWARDS

IN ASSOCIATION WITH  
**YouGov**  
What the world thinks



## Winner

**Brand**  
Burger King  
**Campaign**  
Digital Menus Content Strategy  
**Agencies**  
SSP and Signature Digital Menus

When quick-service restaurant menus look poor, they can be a turn-off to potential customers. Digital menu boards meant that Burger King could make sure that content, prices and time of day could be aligned to the demographic in-store as well as the location of the restaurant. In particular, it wanted to reach out to its main audience of hungry, 16- to 35-year-old men.

The "simple and so elegant" boards made the judges ask: "Why this wasn't done ten years ago?" When they were used in a pilot scheme, participating restaurants reported a 63% sales uplift for some products on the menu and the digital boards are now due to be rolled out on a wider scale.



2nd

**Dove**  
Damage Therapy Haircare Launch  
Savvy Marketing and CPM, N20

3rd

**Miracle-Gro**  
Patch Magic Grass Seed Launch  
HRG and the Scotts Miracle-Gro Company  
and Design Hive



## Shortlisted

- Magnum Gold - Tesco Magnum Gold 2010 - Savvy Marketing and Epoch Design
- Persil - Persil Reformulations - Savvy Marketing, CPM, Imperial Design and N20
- Reebok - Reetone Retail Launch - Lick Creative, DDB Worldwide and Felix Larher
- Sodastream - Get Busy With The Fizzy - CRP Print & Packaging
- Vodafone - Cheapside Business Store - The Marketing Store
- Vodafone - Making Sense of Mobile Broadband - The Marketing Store