

\$2.5M
EARNED MEDIA
Source: ABMC

+25K
VIDEOS OF GOALS SHARED
Source: BK Internal Data

MOST USED TEAM
DURING THE CAMPAIGN

If a brand wants to sponsor **Messi, Cristiano Ronaldo, or Neymar**, they have to pay millions of Euros. But Burger King realized that there's a way to endorse them without paying them a single penny.

A year ago, we became the main sponsor of a team at the bottom of the 4th division of English football: **Stevenage F.C.**

Many thought it was a terrible investment. But it was going to pay off because we knew that if our logo was on their shirt, it was going to appear in **FIFA 20** – the most played video game in the world.

Once the game came out with the new Stevenage F.C. shirt with our logo, we launched the **#StevenageChallenge**.

We invited gamers around the globe to play with our team, sign the best players, and score goals with them to get free BK food in return.

Not only did we receive tens of thousands of UGC content with **Messi, Cristiano Ronaldo, Mbappé and Neymar wearing the Burger King logo** (without having to pay them a penny), we also turned a team that's small in real life into the biggest team online.

★ ★ ★ ★ ★
STEVENAGE CHALLENGE

THE SEASON THAT BURGER KING SIGNED THE WORLD'S BEST PLAYERS.



"THE BIGGEST TEAM IN THE WORLD, AT LEAST ONLINE."
ESPN

"BURGER KING IS GIVING YOU A FEW GOOD REASONS TO BE A STEVENAGE FAN."
Bloomberg

"EVERYBODY'S TEAM."
FourFourTwo

