

IMPOSSIBLE™ WHOPPER®



in|market insights report card

How Did Burger King's Market Test for Impossible Whoppers Perform?

Overview

Burger King made big headlines on April 1, 2019 when it announced it would be testing The Impossible Whopper — which features an entirely meatless patty created by plant-based food producer, Impossible Foods — in the St. Louis market. Its release wasn't an elaborate prank by Burger King, but rather, a calculated move that followed increasing demand of consumers who want a wider variety of healthier options. Burger King is planning on expanding this menu offering nationwide by the end of the year, so we've analyzed visitation patterns to provide insight on how Impossible Whoppers impacted the test market, and how it may affect this fast food chain nationwide as well.

In this inMarket inSights Report Card, we've used first-party, SDK-verified location data of over 50 million Comscore-verified active users to analyze Burger King foot traffic patterns, movements of consumers, and real world trends at scale to show the successful impact of the Impossible Whopper's launch.

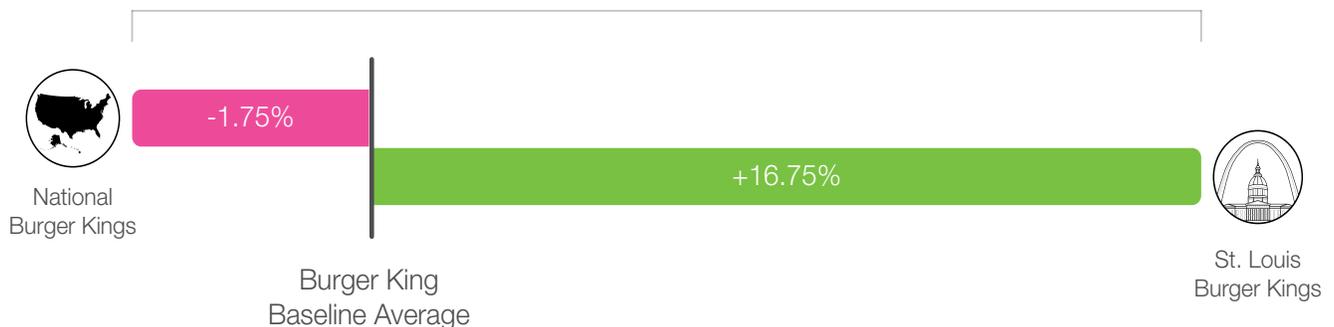
Results of Burger King's St. Louis Test

Based on inMarket Location Data from 50 Million Comscore Verified Consumers

BURGER KING FOOT TRAFFIC – APRIL 2019 VS. MARCH 2019

18.5%

Higher Foot Traffic than National Burger King



During the month of the Impossible Whopper's release, St. Louis Burger King locations attracted 16.75% higher foot traffic than the previous month's average. Burger King locations that did not roll out Impossible Whoppers saw a slight decrease in visits. Nationally outside of St. Louis, foot traffic was 1.75% lower during the Impossible Whopper's test period, compared to the previous month's average.

Overall, Burger King locations selling the Impossible Whopper outperformed the chain's U.S. foot traffic average by 18.5% during the test period. It's likely that this massive boost in foot traffic is due in large part to the fast food chain's new meatless option. Given the success in St. Louis, we expect to see a positive impact on visitation as the Impossible Whopper rolls out nationally in the future.

At inMarket, we analyze opted-in, always-on location data from 50 million comScore verified active users in order to understand real-world trends. These hyper-accurate SDK integrations with the world's most popular apps also enable one-to-one brand engagement at precise moments that drive industry-leading campaign results.

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