



Press Release

May 2022

Love of Whopper® is something else...

New Commercial for Burger King®'s Legendary Flavor Whopper® Aired!

Burger King® released a new commercial on all platforms about the love of Whopper®, adored by many in different ways.

In the new commercial, Burger King® shows various expressions of love for its iconic flavor Whopper® while announcing a special campaign launched on Tikla Gelsin® for flavor fans to live their love to the fullest.

The commercial about the different ways love of Whopper®, the must have flavor for many people of all ages, is expressed carries the signature of VMLY&R.

The Whopper® which has become a legend with its fulfilling Whopper® meat, large sized bun with sesame seeds, cucumber pickles, ketchup, mayonnaise, shredded leaf lettuce, tomato and onion, can be ordered at all Burger King® restaurants and on www.tiklagelsin.com as well as Tikla Gelsin® Mobile App.

Flavor fans get a 10 TL discount on their orders of Whopper® menus on www.tiklagelsin.com and Tikla Gelsin® Mobile App throughout May.

Link to commercial: https://youtu.be/6_ja0BJxpK

Masthead:

Advertiser: Burger King



Advertiser Executives: Sinan Ünal, Caner Alpaslan, Emel Onganer, Funda Eratarlar, Nazlıcan Ersoy, Erinç Doğucan Tözün, Yağmur Ersoy, Mine Alara Halil, Başak Vardar, Aslı Kaynaroğlu, Begümhan Kurdoğlu

Advertising Agency: VMLY&R

Executive Creative Director: Arkin Kahyaoğlu

Creative Director: Emir Yüksel

Assistant Creative Director: Mustafa Gülsen

Creative Group Leader: Halil Gökhan Tuna

Creative Team: Eylül Ergin, Ali Garan

Strategy Team: Onur Tüylüoğlu

Customer Relations: Merve Çiçek Tuyun, Gizem Pelivan

Agency Producers: Beril Talu, Umut Tamgör

Director: Deniz Tarsus

Production: Kala Film

For more information on Burger King®, please go to:

Website: www.burgerking.com.tr

Facebook: www.facebook.com/Burger.King.Turkiye

Twitter: twitter.com/#!/BurgerKingTR to follow what's new.

About TAB Gıda:

TAB Gıda Sanayi ve Ticaret A.Ş., a subsidiary of ATA Group, is the exclusive license holder of Burger King®, Sbarro®, Popeyes® and Arby's® brands and the operator and development partner of Burger King®, Sbarro®, Popeyes® and Arby's® restaurants in Turkey. Burger King® started its operations under TAB Gıda in Turkey in 1995, Sbarro® opened in 2006 and Popeyes® was launched in 2007. TAB Gıda added Arby's® to its global brands portfolio in 2010, before establishing its own brand Usta Dönerci® in 2013, and Usta Pideci®, also its own brand, in 2019. Presently, there are more than 650 Burger King® restaurants, more than 90 Sbarro®, more than 200 Popeyes®, more than 80 Arby's®, more than 140 Usta Dönerci® and over 30 Usta Pideci® restaurants in Turkey. As an owner of quick service restaurant chains, TAB Gıda Sanayi ve Tic. A.Ş. is the industry leader in Turkey, having earned several awards to this day.