

Burger King Brazil Conjures a Witchy Free Whopper Promotion for Halloween

This year, Burger King France is encouraging drivers to deck out their cars in a Halloween disguise and head to the drive-thru for a discounted meal. Burger King Brazil is taking things a step further by not limiting the fun to people with wheels—anyone who shows up on a broomstick will be given a free Whopper on Halloween.

The franchise partnered with David São Paulo to launch the campaign video, which begins with a man sweeping his apartment floor. He soon realizes his broomstick could be put to much better use and puts his household chores on hold.

“Like face masks, hand sanitizers and toilet paper, brooms have proved an indispensable tool during the quarantine in Brazil,” Rafael Donato, vp executive director at David São Paulo, said in a statement. “That’s why we created a Halloween activation that fits Brazilian reality and that reflects BK’s good-humored essence.”

Over the years, Burger King Brazil has launched campaigns that encouraged customers to let their guard down and get into the Halloween spirit. In 2019, the brand spooked Brazilian clients with their worst fear: a utility bill, or “boleto,” that was actually just a coupon for a free Whopper.

More broadly, Burger King also has a history of creating cheeky campaigns that poke fun at its biggest competitor, McDonald’s. Burger King Sweden and Denmark maintained the tradition this year by reincarnating Bloody Mary in the form of Ronald McDonald, who appears in select bathrooms when customers say “canceled clown” three times. In 2019, Burger

King Brazil joined in on the rivalry through its “Burn That Ad” campaign. Customers could download the app, scan a competitors’ coupon and watch it burn away on their screen, revealing a free Whopper coupon.

This year, customers must abide by social distancing rules and wear a mask at the Broom-Thru to claim their complimentary meal.

Turnout for the Halloween campaign looks promising: #BroomThru became a trending topic on Twitter Brazil on Monday.

“Every year we work on spontaneous Halloween campaigns to offer our clients as much of an amusing experience on this date as outside of Brazil,” Thais Souza Nicolau, marketing director of Burger King Brazil, said. “Promoting updated and creative conversations is our differential and the results have been amazing.”

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Emmy is a senior journalism major at The College of New Jersey with minors in Spanish and broadcast journalism. She has previously worked as editor-in-chief of her college newspaper, The Signal, as well as an intern at Tribune Publishing Company. Emmy is looking forward to contributing to Adweek as an intern working with its breaking news and audience engagement teams.

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