

# Augmented reality with the Burger King app

Playing with fire: in Brazil, Burger King combined its iconic flames with its passion for winding up its competitors. Using augmented reality, users of the Burger King app were able to send its competitors' posters up in flames. For their efforts, participants were rewarded with a free Whopper.

## Details

<b>Video:</b>	<a href="https://www.youtube.com/watch?v=PGByvh25uE0&amp;feature=youtu.be">https://www.youtube.com/watch?v=PGByvh25uE0&amp;feature=youtu.be</a>
<b>Year:</b>	2019
<b>Product:</b>	Burger King - Burn That Ad
<b>Industry:</b>	Food
<b>Customer:</b>	Burger King
<b>Origin:</b>	International
<b>Categories:</b>	Use of Media New Technology Special Effects Digital Advertising
<b>Implementations:</b>	Augmented reality
<b>Agentur:</b>	DAVID The Agency
<b>Suppliers:</b>	-----
<b>Areas:</b>	Brazil
<b>Posting Period:</b>	Spring
<b>Standard Formats:</b>	Miscellaneous

