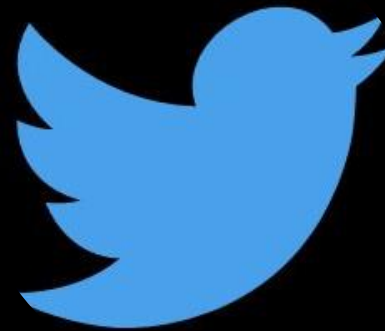




**" W O M E N  
B E L O N G  
I N T H E  
K I T C H E N "**

8<sup>TH</sup> MARCH 2021



Palak Bagrecha Ashok  
NU ID: 001594047

# Burger King's blunder

- Burger King has been a popular fast-food chain serving some of America's iconic burgers.
- The company known for its whooper burger happened to commit a whooping mistake on the 8<sup>th</sup> of March 2021.
- In honor of International Women's Day today, **Burger King's UK** Twitter account, tweeted a 'joke' that "*Women belong in the kitchen.*" But this tweet went viral almost instantaneously, receiving backlash in regard to their insensitivity towards centuries of sexism and oppression.



# Other Tweets following up



**FOR GOOD OR  
FOR WORSE THEY  
DID GET THE  
CLICKS!!**



***The company faced continued backlash on social media and in the press, with many people criticizing the campaign for being tone-deaf and poorly executed.***

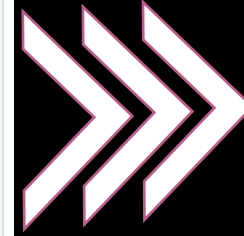


# Theories Used

As a response Burger King UK quickly deleted the tweet and issued an apology, stating that *"It was our intention to undermine an outdated stereotype about women and reclaim the terminology, in order to raise awareness of our new scholarship."* So, **Image Restoration and Apologia.**



**Image  
Restoration**



**Apologia**

# Publics/Key Audience



## INTERNAL

- ❖ Burger King CMO  
Fernando Machado
- ❖ Other Employees  
(particularly females)
- ❖ Shareholders and  
Investors



## EXTERNAL

- ❖ Customers
- ❖ Women groups



## MEDIA

- ❖ Global News(Print and  
Web)
- ❖ UK news channels and  
media
- ❖ Social Media Followers

# Key Messages



**Burger King**   
@BurgerKingUK

We hear you. We got our initial tweet wrong and we're sorry. Our aim was to draw attention to the fact that only 20% of professional chefs in UK kitchens are women and to help change that by awarding culinary scholarships. We will do better next time.






4:23 pm · 8 Mar 2021

1,260 Retweets 4,929 Quotes 27.2K Likes 371 Bookmarks



**Burger King**  · 8 Mar 2021

We decided to delete the original tweet after our apology. It was brought to our attention that there were abusive comments in the thread and we don't want to leave the space open for that.

 2,739  1,646  16.3K  



**Fer Machado**  
@fer\_machado123






Tim's Hortons CMO: Woman. Popeyes Global CMO: Woman. BK US CMO: Woman. BK UK CMO: Woman.

7:58 pm · 8 Mar 2021 from Key Biscayne, FL



**Fer Machado** @fer\_machado123 · 8 Mar 2021

We will issue an apology. Because we are indeed sorry about how this came across. The intention behind the activity is actually good. Taking it down would give even more attention to it. Believe it or not I deeply care about doing the right thing. Will do better nxt time.

 59  37  62  

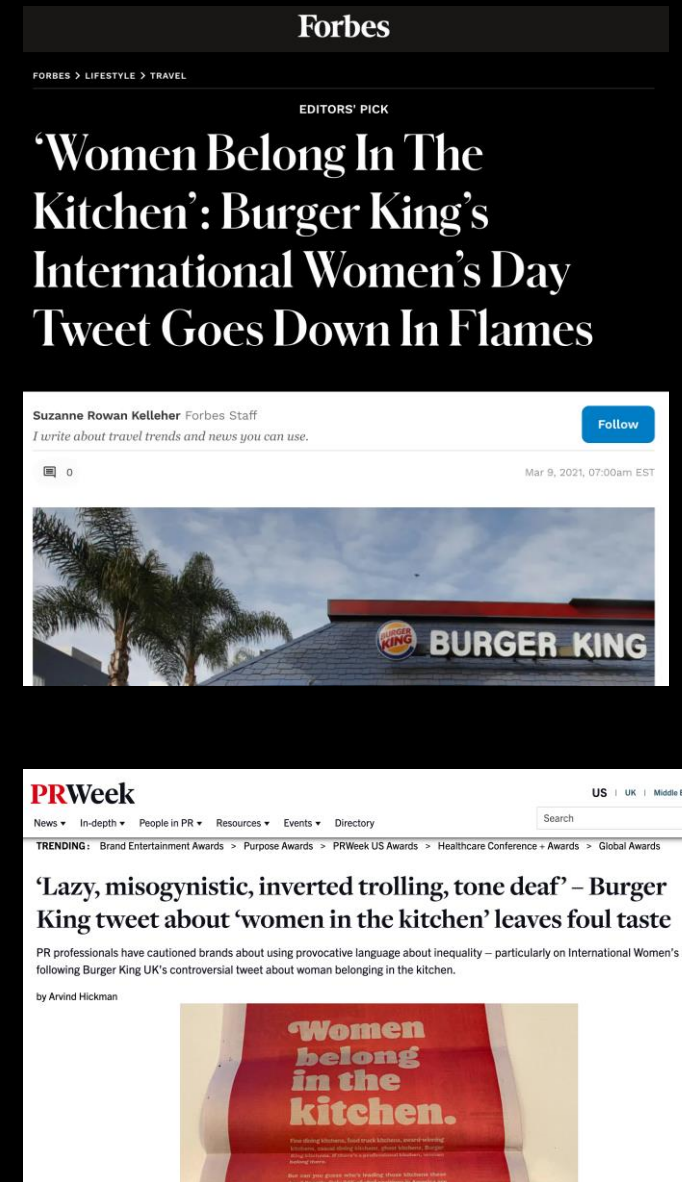
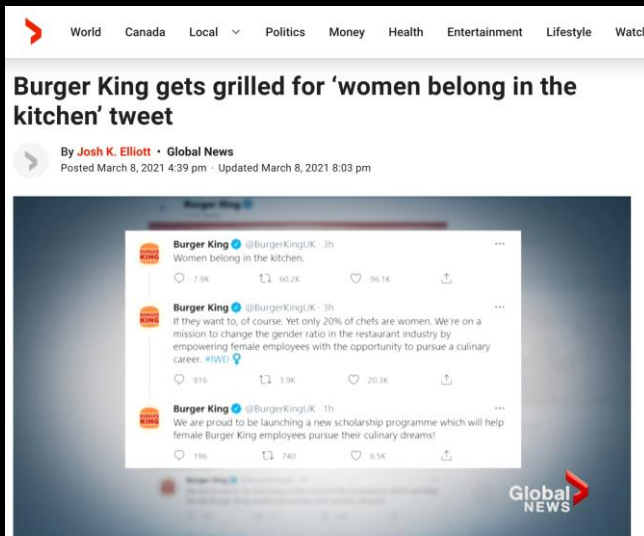
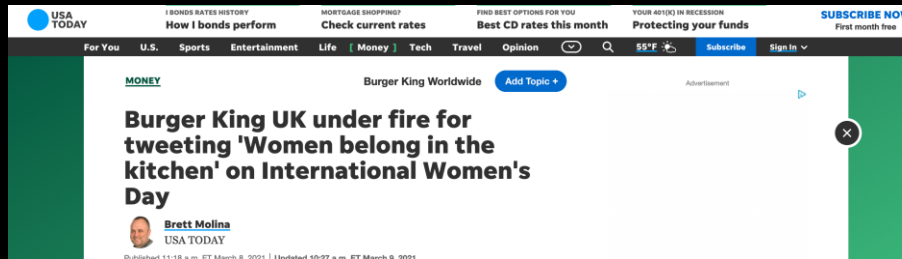


**Fer Machado**  
@fer\_machado123

I think you are getting me wrong. I take full responsibility. I dont think we should have tweeted that headline in isolation. Cause no one read threads on Twitter. The intent behind this activity was diff. And it is a shame it didn't go the way we wanted in UK.

***Burger King's CMO Fernando Machado stepped in to treat the matter and assumed responsibility.***

# Media Coverages



# Social Media Reactions

All kinds of hate tweets were constantly pouring from the general public. People even used fake accounts to take a dig using competitor brand names

KFC Gaming  
@kfcgaming



5:05 am · 8 Mar 2021

5,169 Retweets 1,403 Quotes 141.7K Likes 728 Bookmarks

Scott Smajor  
@Smajor1995 · Follow

How did Burger King think THAT was a good marketing idea? Like they tried that stupid "donating to streamers" thing that was awful, and now this? They need a whole new marketing team, cause that was so tone deaf it hurt

8:50 AM · Mar 8, 2021

30K Reply Copy link

Read 145 replies

Jon-Stephen Stansel  
@jsstansel · Follow

My guess is the Burger King UK Tweet was originally conceived as the print ad on the left and forced to work as a Twitter thread on the right.  
I'm still not crazy about the print ad, but it's a bit better.

Further proof that print and social require different strategies & content



Women belong in the kitchen

3:01 AM · 3/8/21 · Twitter Web App

28.6K Retweets 24.1K Quote Tweets

86.2K Likes

Burger King @BurgerKingUK  
Replying to @BurgerKingUK  
If they want to, of course. Yes, 20% of chefs are women. We

Dell  
@agbnufc\_ · Follow

Shameful Burger King absolutely bang out of order. On Women's Day no less!

4:15 AM · Mar 8, 2021

3.6K Reply Copy link

Read 279 replies

M.Æ.M.I  
@RiriofBuj · Follow

You lost 90% of your customers already. This tweet ain't nice for engagement. DELETE

5:51 AM · Mar 8, 2021

27 Reply Copy link

Read 77 replies

I won't be eating at your store again thanks

— ChildishTalksHipHop (@childish\_santan) March 8, 2021

Luke Metro  
@luke\_metro

The Queen: no monarch could possibly be having a worse day than me

BK: Hold my whopper

6:04 PM · Mar 8, 2021

83



# Results as of May 2023

- In terms of making up Burger King did issue an apology and removed the tweet, which may have helped to mitigate the negative impact on the company's reputation.
- Additionally, as per recent reports it has announced a campaign ***"Reclaim the Fame"*** for which a **\$400 million** investment is estimated to be made.
- Burger King is selling more Whoppers than ever before in early days of its U.S. turnaround (CNBC, April 2023).





## Recommendations



In my opinion the theories that BK used were spot however, these are a few things they should have considered to reduce the impact -

1. **THINK BEFORE YOU POST!**
2. Avoid any sort of sexism especially in the age of social media
3. Run it by female employees internally

Apart from that the theories they adopted were the best they could to get out of the guck.



**THANK YOU!**



# References

- Age, A. (2021, November 30). Burger King deletes International Women's Day tweet after getting grilled as its intent is misinterpreted. *Ad Age*. <https://adage.com/article/marketing-news-strategy/burger-king-deletes-international-womens-day-tweet-after-getting-grilled-its-intent-misinterpreted/2320086>
- Akavickaitė, A. (2023, April 7). Burger King UK Tweets That 'Women Belong In The Kitchen' On International Women's Day. *Bored Panda*. [https://www.boredpanda.com/burger-king-women-belong-in-kitchen-tweet/?utm\\_source=google&utm\\_medium=organic&utm\\_campaign=organic](https://www.boredpanda.com/burger-king-women-belong-in-kitchen-tweet/?utm_source=google&utm_medium=organic&utm_campaign=organic)
- Bradley, D. (2021, March 9). Fernando Machado's tweets show how Burger King decided to delete its IWD tweet. *PR Week*. <https://www.prweek.com/article/1709573/fernando-machados-tweets-show-burger-king-decided-delete-its-iwd-tweet>
- *Burger King gets grilled for 'women belong in the kitchen' tweet*. (2021, March 8). Global News. <https://globalnews.ca/news/7683800/burger-king-womens-day-kitchen-tweet/>



# References

- *Burger King's International Women's Day campaign decried for sexism.* (2021, March 8). NBC News. <https://www.nbcnews.com/news/us-news/burger-king-s-international-women-s-day-campaign-decried-sexism-n1260039>
- Glenday, J. (2021, March 9). Burger King apologizes after 'women belong in the kitchen' tweet provokes backlash. *The Drum*. <https://www.thedrum.com/news/2021/03/09/burger-king-apologizes-after-women-belong-the-kitchen-tweet-provokes-backlash>
- Hart, B. (2022). How Burger King Tweeted Its Way Into A PR Massacre On International Women's Day | Flackable. *Flackable* | *Financial Services PR Agency* | *Philadelphia Public Relations*. <https://flackable.com/blog/burger-king-pr-massacre-international-womens-day>
- Iuncta. (2023, March 30). Identity: An Even Exchange. *Forbes*. <https://www.forbes.com/sites/forbeseq/2023/03/30/identity-an-even-exchange/>



# References

- Lucas, A. (2023, April 14). Burger King is selling more Whoppers than ever before in early days of its U.S. turnaround. *CNBC*. <https://www.cnbc.com/2023/04/14/burger-kings-turnaround-plan-boosts-sales-customer-satisfaction.html>
- Pagán, A. L. (2023, February 16). Burger King Is Speeding Up Its Makeover. *The Takeout*. <https://thetakeout.com/burger-king-spending-more-money-on-refresh-faster-2023-1850119562>
- Today, B. M. U. (2021, March 9). Burger King UK under fire for tweeting “Women belong in the kitchen” on International Women’s Day. *USA TODAY*. <https://www.usatoday.com/story/money/2021/03/08/burger-king-uk-under-fire-women-belong-kitchen-tweet/4627505001/>
- Ulanoff, L. (2022, January 7). Why Burger King UK’s International Women’s Day Tweet Promoting a Scholarship for Women Chefs Made Everyone Angry | Marker. *Medium*. <https://marker.medium.com/burger-king-forgot-how-twitter-works-24e02180b737>