

Case Study:

Burger King Puts Movies on the Menu with Rakuten TV



For Burger King in Spain, delivery represents more than convenience, it is a chance to add value to the moments people spend at home. Partnering with **Rakuten TV Enterprise**, Burger King launched a campaign that combined food and entertainment to encourage online orders and deepen consumer engagement.



The Challenge

As competition in the delivery space continues to grow, Burger King aimed to differentiate its offer by going beyond the transaction itself.

The objective was to increase online sales while strengthening the appeal of ordering through its owned channels, positioning delivery as something more compelling than a routine purchase.



The Solution

Rakuten TV Enterprise activated its Vouchers solution to introduce a clear and accessible incentive within Burger King's digital ordering journey.

A dedicated “**Movies by Rakuten TV Menu**” was launched exclusively via Burger King's app and website.

Each purchase included a **free movie voucher**, directly linking the act of ordering with an added benefit.

The mechanic was designed for simplicity, with the reward seamlessly integrated into the purchase flow, making it easy for users to understand and redeem.

To reinforce the campaign and extend its visibility, Burger King also activated Connected TV placements across Rakuten TV platforms in Spain. High-impact billboard formats placed the message within the viewing environment, reaching audiences as they browsed and discovered content.

Together, these elements created a connected journey across purchase, incentive, and viewing.





The Impact

By combining a tangible reward with premium Connected TV visibility, Burger King was able to:



Increase the appeal of delivery orders through a clear added benefit.



Encourage online transaction via a simple and immediate incentive.



Align with real consumption habits, connecting food ordering with entertainment moments.



Reinforce campaign messaging across environments, extending beyond owned platforms.

This activation demonstrates how Rakuten TV Enterprise's Vouchers solution can transform a simple transaction into a more compelling consumer proposition, linking purchase with premium entertainment to drive both engagement and online sales.



Rakuten TV is one of Europe's leading video-on-demand platforms, operating in over 43 countries. It offers content partners a powerful advertising ecosystem designed to maximise reach, engagement, and return on investment. The platform's integrated media solutions and access to connected TV households make it a strategic choice for brands and content providers seeking scale and performance.