MAMBO

Leveraging Social Media Fans to Build a Better Burgerville at PDX Airport

The Challenge:

Burgerville is the Pacific Northwest's most delicious convenient dining chain restaurants, serving up local burgers, fries, shakes and more! And they had plans to open a new location at PDX International Airport.

As the airport was such a unique and different venue than the other Burgerville locations, they wanted to really think differently about their approach to the restaurant layout, technology and the menu items.

Burgerville's social media following is loyal and fully engaged, so why not ask them to be a part of creating something new? Crowdsource great ideas and innovation, and leverage social media to collect them. This award-winning program enabled direct connection and interaction with some of the most creative minds out there – Burgerville customers!

The Solution:

- Developed a PDX Burgerville mobile-responsive microsite to engage with current and potential customers
- Enable customers and fans to submit their ideas for what would make the new Burgerville at PDX the best one yet
- Presented three videos describing potential customer experiences in the restaurant and allowing site visitors to pick what they'd prefer and offer additional comments
- Created a social data aggregate on the Microsite to have a constant live stream of what's being said about BV, leveraging a custom hashtag #BVPDX

2354
visits to the microsite in one day

Award-winning
program that took best of "Go Local" at Social Media Awards

Over 5000
submissions of great ideas from Burgerville fans

Mobile
developed a mobile-responsive, interactive microsite

Jeff Harvey

Burgerville President/CEO

"We need your help. The design and operations of our newest restaurant will reflect the feedback and input we receive from travelers, our guests, Port employees and the local community, so we invite you to visit YOURBVPDX.com, and let us know what you'd like to see and experience."

Burgerville is an innovative and industry-leading restaurant company with 39 locations throughout Oregon and Southwest Washington. Burgerville provides guests fresh, great-tasting food all-day every day from breakfast to late-night snacks based in its mission "serve with love." At Burgerville, the commitment to fresh, local and sustainable values is about helping people and communities thrive.