



Product Brief: BBQ Tendercrisp Chicken Sandwich

<p style="text-align: center;">At-a-Glance.</p> <p>What is the relevant and differentiating strategic idea that will challenge our Superfan's thinking and/or behavior? The idea is always worded as an open question to fully stimulate creative inquiry and exploration.</p>	<p>Man chicken. Now topped with the manliest condiment.</p>
<p style="text-align: center;">Tension.</p> <p>How does this idea conflict with the Superfan's current understanding of their world? The tension could be psychological, social, cultural, or categorical.</p>	<p>No chicken is man enough for a man.</p>
<p style="text-align: center;">Question.</p> <p>What is the question we need to answer to complete the assignment?</p>	<p>How can we use the BBQ sauce in BBQ TENDERCRISP to advance the sandwich's masculine positioning?</p>
<p style="text-align: center;">Talk Value.</p> <p>What about the product could help us to start a conversation between Burger King and Superfans, among Superfans and/or within popular culture in general?</p>	<p>A tender all-white meat chicken breast filet with crisp breading topped with BBQ sauce, 4 slices of crispy bacon, ripe tomatoes, crisp lettuce and creamy mayonnaise, all on a premium bun.</p> <p>Masculine BBQ sauce culture:</p> <ul style="list-style-type: none"> • Hardy, filling food • Smoky, tangy tastes • Preparation, serving and eating rituals <p>Subservient chicken</p>