

CREATE BUZZ AND BRING TRAFFIC
TO OUR NEW RESTAURANT
IN ONE OF THE LARGEST
BUSINESS AREAS IN ISRAEL.

WHERE THERE ARE OFFICES,
THERE ARE LUNCHBOXES, SO WE ASKED PEOPLE TO
BRING US THEIR LUNCHBOXES AND TRADE THEM
FOR A FRESH JUICY WHOPPER INSTEAD!

RESULTS

MORE THAN 8000 VISITORS
ON THE FIRST WEEK
OF THE OPENING
AND OVER 2000 TRADE-INS.

