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## Burger King's Alien Ad Campaign

From: [naclip@www.newsalert.com](mailto:naclip@www.newsalert.com), [Stig\\_Agermose@online.pol.dk](mailto:Stig_Agermose@online.pol.dk) (Stig Agermose)  
 Date: Tue, 12 May 1998 01:06:10 +0200  
 Fwd Date: Mon, 11 May 1998 21:54:22 -0400  
 Subject: Burger King's Alien Ad Campaign

It had to be.

Stig

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Burger King Corporation Rolls Out This Summer's Biggest And Coolest Premium Promotion Ever

PR Newswire - May 11, 1998 18:03

MIAMI, May 11 /PRNewswire/ -- Coming to a universe near you from today through June 21, Burger King Corporation's biggest and coolest premium promotion ever. Based on last summer's theatrical release of Men in Black(TM), this year's animated television series has captivated kids of all ages and, beginning today, Burger King(R) restaurants will accelerate this MIB momentum by offering 12 Men in Black(TM) premiums during a six-week promotion.

"Providing kids with twice the number of toys during this month-and-a-half time period doubles the reasons for kids to visit our restaurants," said Richard Taylor, vice president of Marketing Services, Burger King Corporation.

The premiums, the largest in size ever offered by the company, are comprised of 12 different toy designs that feature unique aliens and out-of- this-world accessories and vehicles from the series which has achieved the highest ratings in its Saturday, 9 a.m. time slot. The series is backed by The Kids WB Network, which continues to fuel demand for the Men in Black(TM) property, a \$250 million smash hit at the box office last summer.

"Kids of all ages will be able to share in the excitement generated by the MIB phenomenon," said Brian Gies, manager, Youth and Family Marketing, Burger King Corporation. "With the staying power of this blockbuster property, what kid would want to be without the official Men in Black(TM) gear or other official MIB toys that will be offered with every kids meal?"

Burger King Corporation and its franchisees operate more than 9,600 restaurants in all 50 states and in 55 countries and in international territories around the world. In fiscal year 1997, Burger King had systemwide sales of \$9.8 billion. Burger King is a subsidiary of Diageo plc, one of the world's largest branded consumer products businesses.

SOURCE Burger King Corporation

/CONTACT: Kim Miller, or Charles Nicolas, both of Burger King Corporation, 305-378-7277/

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