



# News Release

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8 December

**BURGER KING® MAKES A SPLASH WITH  
'SINGING IN THE SHOWER' DIGITAL CAMPAIGN**  
*Promotion Supports New Range Of Breakfast Products*

Renowned for its hard-hitting, U.S.-based digital campaigns such as 'Subservient Chicken', BURGER KING® UK today announced the launch of its latest, interactive, digital campaign 'Singing in the Shower' [www.burgerking.co.uk/showercam](http://www.burgerking.co.uk/showercam) or [www.singingintheshower.co.uk](http://www.singingintheshower.co.uk).

[www.singingintheshower.co.uk](http://www.singingintheshower.co.uk) is aimed at promoting a new range of BK® breakfast products, including new sausage, egg and cheese butties, mini pancakes with maple syrup and the all new Breakfast in Bread™ – a sandwich with fluffy egg, seasoned sausage, applewood smoked bacon and fresh tomato – with prices starting from just £0.99.

Sarah Power, Marketing Director UK and Eire for BURGER KING® says: "Our shower-cam gives hungry Brits the chance to watch the BK® Shower Girl singing in the shower every day to help them work up an appetite for our fantastic new breakfast range. Our breakfast offering is all about *Seizing the Day Your Way*, and what better way to start it off than by performing a classic tune at the top of your voice?"

The 'Singing in the Shower' Web site – designed by Cow PR and developed by

Pancentric Digital – hosts the world’s first guilt-free shower-cam, where the BK® Shower Girl sings every morning. The BK® Shower Girl, a 20-year-old from South London, performs a different tune daily throughout December wearing a different bikini each day. Song selections and BURGER KING® product-inspired bikinis are chosen by viewers. The Web site is also home to offers, competitions and viral videos to further engage the audience.

“The digital, interactive ‘Singing in the Shower’ campaign supported through Spotify™ is another great way of engaging our target audience through one of the most effective mediums, the Internet,” Power said.

To further promote the online campaign, BURGER KING® commissioned a study\* to rank the top 10 songs that Brits like to sing in the shower. Close to 2,000 shower singers revealed that Stevie Wonder, Cheryl Cole, Elton John and The Black Eyed Peas are the most popular choices for warbling washers.

Despite being confined to the bathroom, almost half of shower warbling Brits (43%) don’t rate their singing ability, which is why leading vocal expert, Dane Chalfin, has rated BURGER KING®’s top 10 ‘Splash Hits’ based on how they sound in the shower. Rating the top 10 songs against a criteria of reverberation, pitch, volume and tone, he found that the Bohemian Rhapsody (by Queen), scored highest followed by Love is All Around (by Wet Wet Wet) and I Gotta Feeling (by The Black Eyed Peas).

Here is the list:

1. Queen – Bohemian Rhapsody
2. Cheryl Cole – Fight for This Love
3. The Black Eyed Peas – I Gotta Feeling
4. Stevie Wonder – I Just Called to Say I Love You
5. Alexandra Burke – Bad Boys
6. Elton John – Candle in the Wind
7. Wet Wet Wet – Love is All Around

8. The Black Eyed Peas – Meet Me Halfway
9. The Beatles – She Loves You
10. Michael Bublé – Haven't Met You Yet

Commenting on the research, vocal coach Dane Chalfin said: 'The acoustics of the shower complement your voice by adding that warming echo, or 'reverb' as it's called in the recording studio. A tile-clad bathroom is like having your own sound engineer at home. The steam from the shower helps to moisten the vocal cords allowing them to vibrate more smoothly and with less effort. The research also shows that Brits generally prefer songs that let them start softly then build up to a shower screen-shattering belt, so Bohemian Rhapsody is undoubtedly the best track to let you build up your pace and intensity before climaxing with those earth-shaking high notes. Just be careful not to wake the neighbours! "

A month-long partnership with the online music application Spotify™ will also help drive users to the website with time-sensitive, interactive banners and album art replacements, in addition to four audio advertisements – all targeting core consumers.

The 'Singing in the Shower' campaign follows in the footsteps of the immensely successful 'Football Your Way' campaign, which ran during the European Championships 2008 and drove more than 150,000 unique visitors online.

**-ENDS-**

For more information please contact the BURGER KING® Press Office at Cow PR on 020 7234 9150 or e-mail [burgerking@cowpr.com](mailto:burgerking@cowpr.com).

#### **Notes to editors**

\*Research was conducted by Opinium in November 2009, who surveyed 1,974 UK adults aged 16-80. The song choice was based on the top 10 chart hits from November 2009 and the top 10 number 1 hits of all time.

The study also reveals how:

- Almost one in four women (23%) say they sing in the shower every day, compared to just one in five (19%) men
- People from the South West are least likely to sing in the shower, with half (50%) saying they never sing or hum a tune in the mornings
- Those aged 30-39 are most likely to sing in the shower in the mornings
- Northern Ireland holds a secret Cheryl Cole obsession, with almost one in five (18%) choosing to sing the Geordie sweetheart's number one hit while washing
- Despite coming from Islington, Alexandra Burke's 'Bad Boys' is twice as likely to be sung by shower soloists in Edinburgh than Enfield with only one in 10 (9%) choosing the X-Factor winner's new track

### **ABOUT DANE CHALFIN**

Dane Chalfin is a leading vocal coach, clinical voice rehabilitation consultant, senior lecturer and voice researcher. His clients range from charting artists on Sony, Columbia and Universal Records to West End Performers and TV actors on shows like Coronation Street and Hollyoaks. He also works closely with the NHS and many top university voice programmes. He is an invited speaker at international voice conferences and currently a director of the British Voice Association ([www.british-voice-association.com](http://www.british-voice-association.com)). More information about Dane's work may be found at [www.21stcenturysinger.co.uk](http://www.21stcenturysinger.co.uk). Dane's participation fee has been donated to student singers with injured voices to help fund professional voice rehabilitation.

### **ABOUT BURGER KING CORPORATION**

The BURGER KING® system operates approximately 12,000 restaurants in all 50

states and in 73 countries and U.S. territories worldwide. Approximately 90 percent of BURGER KING® restaurants are owned and operated by independent franchisees, many of them family-owned operations that have been in business for decades. In 2008, *Fortune* magazine ranked Burger King Corp. among America's 1,000 largest corporations and *Ad Week* named it one of the top three industry-changing advertisers within the last three decades and it was recently recognized by Interbrand on its top 100 Best Global Brands list. To learn more about Burger King Corp., please visit the company's Web site at [www.bk.com](http://www.bk.com) <<file:///www.bk.com>> .