

Stage 2 English Pathways

Language Study

Focus of Language Study: Marketing Fancy Burger

Fancy Burger (FB) is a well-known local burger shop located in Adelaide, South Australia, in two locations, Blackwood and in the city. The first shop was established in Blackwood in August 2010 then and the city store opened in February 2013. Fancy Burger is a very popular store with a successful marketing strategy which helps bring in customers. The focus of this language study is the opening page of the FB website, their menu and the ‘media’ page.

Not just a burger, it’s a “Fancy Burger”

Differentiation is crucial in any marketing strategy. A business must distinguish itself from the competition. Fancy Burger’s uniqueness is embedded right there in its name: “*Fancy Burger*”. The name of a business is its great asset. ¹ One guide to choosing a business name encourages owners to use “a comforting or familiar name that conjures up pleasant memories” so customers respond to the business “on an emotional level”. ² This is exactly what the adjective “fancy” does. Just the word ‘fancy’ before burger colours the whole perspective on their burgers. If people know about the store, and want burgers with a bit of class, they will most likely head to Fancy Burger. The word ‘fancy’ is a key to FB’s marketing. They have worked everything around the word, making their products seem more appealing to the public. It adds sophistication to the title which differentiates the products from its competitors (for example McDonalds)

Fancy a burger?

The goal of any marketing strategy is to leave a lasting and positive impression on customers. One way to do this is through repetition of key words, images or sounds. The word “fancy” is playfully woven through all of FB’s branding. It is not only used as an adjective to describe the burgers but also as a verb as in “crave or desire”, both suggesting to possible buyers that they would really enjoy a meal there. The word also appears in the idiomatic phrase “fancy that!” which is the name of FB’s signature burger. This is an expression of surprise with positive connotations.

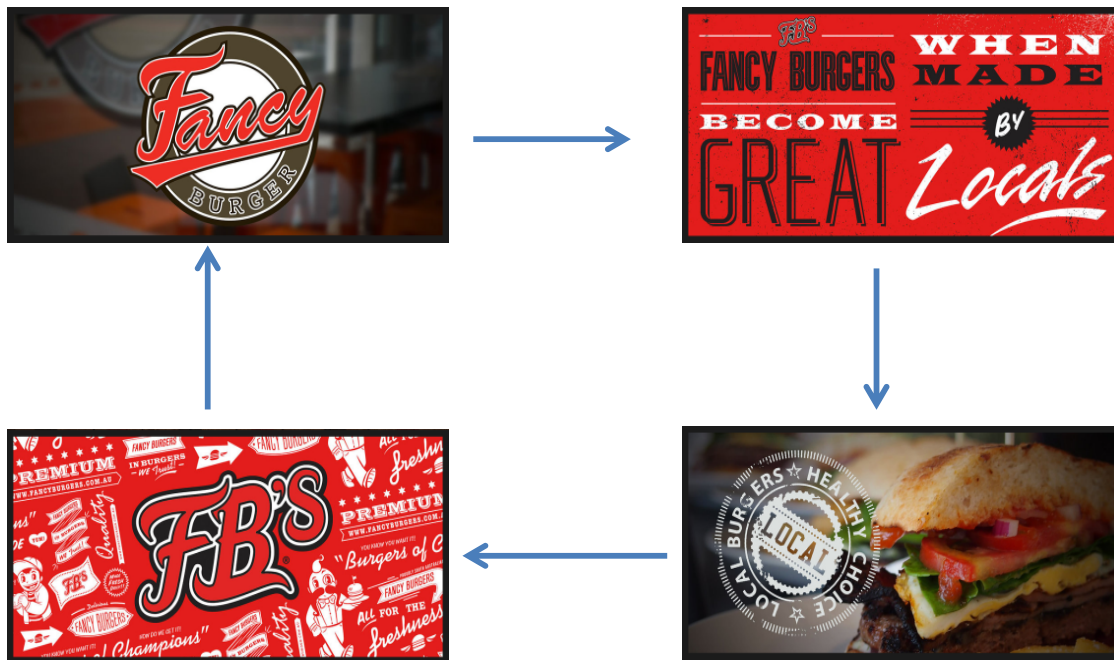
¹ http://www.arvic.com/library/good_names.asp

² <http://www.entrepreneur.com/article/21774>

Just how “Fancy” are these burgers?

There are many different themes seen in the language chosen on the FB website, menu and videos appealing to the target audience of potential customers. The website is bright and colourful with more than a hint of retro American style incorporated into the display. The language focuses on the freshness and quality of their burgers and uses conversational text to draw the customers in.

The initial slideshow shows four re-occurring slides displaying in succession: the Fancy Burger logo, two slides showing the freshness and quality of their burgers and then the wrapping paper (as seen below).



The Wrapping Paper

The burgers' wrapping paper and the other three slides on the website, demonstrate five main themes of language. These themes include locality, modernity, familiarity, retro United States of America, quality and the images used.

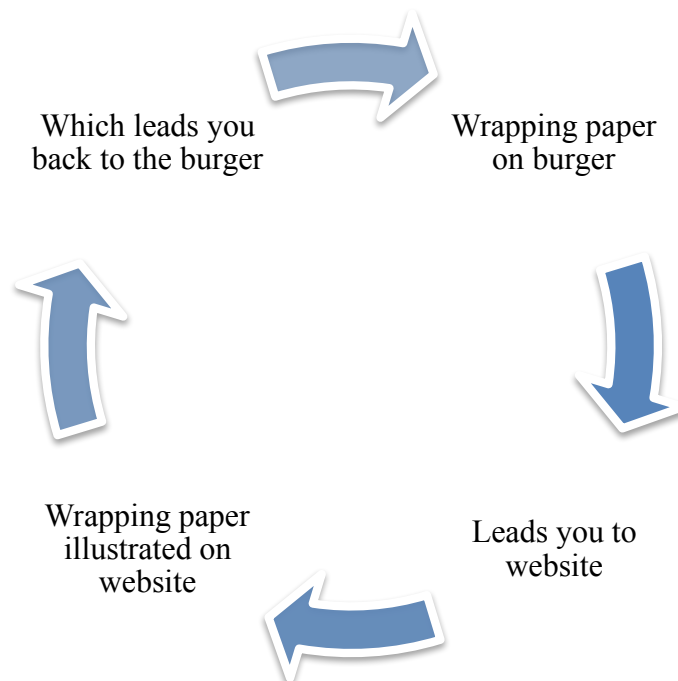
Locality

Careful attention to branding is seen in the smallest details including the wrapping paper of the burger. Repetition of the store name and logo is seen in different fonts and styles throughout the creative and detailed wrapping paper. This emphasizes and reinforces the marketing strategy

reminding the reader of the store at every opportunity. As Fancy Burger is locally owned the word 'local' or 'South Australian' is mentioned seven times on their website. One of the initial slides says 'fancy burgers become great when made by locals' specifically indicating that this burger shop, because of its locality, makes the best burgers. The other slide also mentions 'local burgers' and 'healthy choice', again using repetition of the word 'local' and reminding the viewers that the burgers are healthy. This is another significant point of differentiation from FB's competition, especially international franchises like McDonalds.

A Modern Feel

Having a website for advertising is characteristic of a modern business strategy where it is fast becoming the norm for customers to look up places they want to eat online. Having their web address written and repeated a couple of times on their wrapping paper encourages customers to look at their website. Even though consumers may not look at the wrapping paper in depth to see the website written on the paper, the mere presence of a web address shows how modern the shop is and gives the otherwise 'retro' imagery a modern feel. Interestingly, their wrapping paper is also shown on their website. It's like a circle where the paper would lead you to the website but then the website would then link you back to the burger as shown below in the diagram.



Familiarity

Australians are well known for their humour, so by adding funny quotations into the wrapping paper effectively connects with the target audience and establishes positive emotional connections with the brand. An example of humour is the phrase “In burgers we trust”, a tongue-in-cheek adaption of “in God we trust” which is the official motto of the United States and appears on US currency. This humorous exaggeration creates a familiarity with the customers while also hinting just how seriously this company takes their burgers. The use of the acronym of ‘FB’s’ also helps to create this sense of familiarity to the place and their products inviting people to start calling it by this informal nick name.

Retro USA

Fancy Burger has recreated the classic American ‘Burger Bar’ in their marketing and look by using American designs and images and also the ‘in burgers we trust’ phrase seen of the wrapping paper. FB attempts to recreated the ‘burger bar’ image in Australia by giving a fresh face to a known image. They are a classic American burger bar *with a difference*: they have created a “*modern local Australian American burger bar*”, wanting to stand out from the rest. This is the image they are trying to get across, therefore they need recognizable American images and phrases to do so.

Quality

Every business wants to advertise the freshness and quality of their products. Fancy Burger has used a range of adjectives and abstract nouns to do this. The phrases ‘all for the freshness’ and ‘made fresh daily’ are examples. They use many adjectives to show the quality of their products. These adjectives include “fancy”, which is repeated many times in the wrapping paper, “fresh” and “premium”. Similarly, abstract nouns such as “quality” and “freshness” emphasize the quality of the product.

Images

Even though images are not verbal language they are still used to send a clear message. In the wrapping paper, pictures of 1960’s milk bar men are shown in cartoon form. These are present to suggest that Fancy Burger has been around for a long time and that their burgers are the best of the best. A certain humour and originality is also depicted from these illustrations as they are seldom seen in advertising these days.



The Menu

The Fancy Burger menu is very creative in the way it advertises their products. Conversational language is used on the website to communicate with the viewers. This is demonstrated by writing 'please view' on the menu link (seen below). This engages with the audience making them more inclined to view the menu as it causes slight excitement by the appearance of a personal invitation.



The menu uses slang words that give a clear description that needs no explanation to you as a consumer. They are seen as powerful words that are used to send a message. These words include the products such as ‘fancy that’, ‘the biggy’, ‘holy smokes’, ‘high flyer’, ‘the legend’ and ‘trủ blủ’. Other burger names are either straight descriptions of the burger, clichés or slang expressions including alliterations and rhyming phrases. Clichés and alliterations are words which add special effects onto language, they create a mood, emphasising importance of the word. The table below shows the four categories of the burger titles.

Straight Descriptions	Clichés/Slang Expressions	Alliterations	Rhyming
➤ Satay Chicken	➤ Fancy That	➤ Sunrise Surprise	➤ Trủ Blủ
➤ BBQ Bacon	➤ The Biggy	➤ Moo Moo	➤ Moo Moo
➤ Veggie Patch	➤ The Legend	➤ Lovely Lamb	
➤ Chicken Delight	➤ High Flyer	➤ BBQ Bacon	
➤ Hot Chicky	➤ Trủ Blủ		

The menu also has sub headings that all start with ‘fancy’, again emphasising and repeating the quality of their burger products. Examples of this include “fancy beef burgers”, “fancy chicken burgers”, “fancy lamb burgers”, “fancy veg burgers”, “fancy steak burgers” and “fancy mini burgers” and even “fancy chips and sauces”. Under these titles it clearly states how healthy and substantial the burgers are. It states that the burgers are all served on a “healthy wholemeal seeded bun”. The menu overall is appealing to the eye with bright colours which draw the consumers to their products.



The Media

On Fancy Burger's website there is a media page where four advertisement videos can be viewed. The first video focusses on the over dramatizing of dropping a Fancy Burger in what looks like a classic suburban Aussie front yard. The old beat up car and the dusty dry surroundings again emphasizes the locality and familiarity of the visuals. The ad begins with four young adults. One trips and drops his Fancy Burger. The music suddenly changes from happy and loud (to represent the connection between having a good time and having purchased a Fancy Burger) to suddenly slow and mysterious. In slow motion, the burger is then flung into the air with its ingredients flying everywhere. The three men left in the car are so shocked and disappointed, with the driver nearly in tears. The men are so sad and upset by the dropping of the burger, they act like there has been a major catastrophe. Stand out words on the screen appear stating 'every year thousands of Fancy Burgers are accidentally dropped', then 'please help in our fight against the dropping', then 'buy a Fancy Burger and show your support'. These three stages demonstrate the severity of the dropping of Fancy Burgers, and the business uses conversational language to get to the viewers' attention. The humour created from the parody of a humanitarian cause promotional video also engages the viewers, making us more inclined to think 'they must be good burgers, I must try them'.



Conclusion

This language study of Fancy Burger demonstrates how powerful words in the English language can be. The role of the language that FB uses has a range of purposes that the business hopes will encourage potential customers to buy their products. The appropriate use of language has been well researched and implemented to influence the wider community. Fancy Burger has developed a variety of language techniques to make themselves unique to other hamburger businesses and frequently use the individual word “fancy” as a key marketing strategy. The use of language to FB, through their themes and advertising, is of vital importance to the continued success of the business.