



BK[®] Restaurants with New OCU Canopy

Restaurants with the new BKOT Canopy are eligible to have Suggestive Selling on the ODMB and the canopy screen. The placement of the Suggestive Sell items and the OCU, has been modified to optimize available screen space.

BKOT Canopy and Suggestive Selling



Benefits of Canopy Screen for Suggestive Selling:

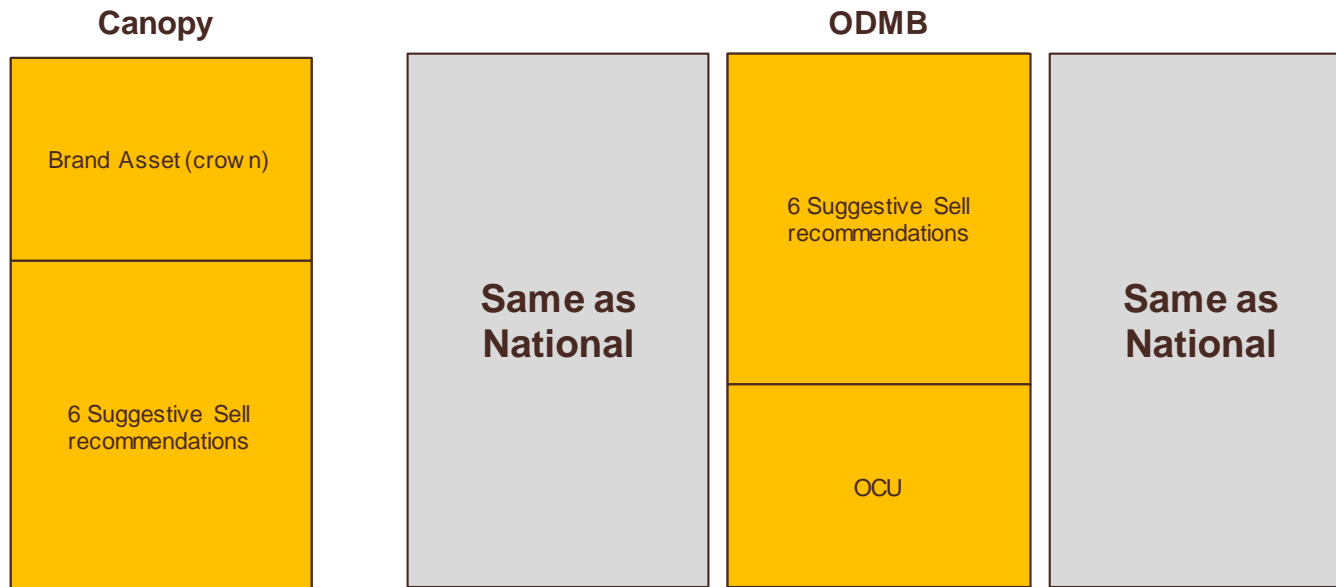
- ✓ Dedicated larger screen that Guests are already trained to look at
- ✓ Natural place to add suggestive sell recommendations
- ✓ Suggestion images are closer to the Guest than ODMB content



ODMB and Canopy Design While Guest Is Ordering

Stratacache restaurants with the new BKOT Canopy will have the below blocking setup while the Guest is placing the order, which is when Suggestive Selling is active. All restaurants will also transition to the below setup, when the transition to Stratacache occurs.

Canopy and ODMB Blocking Design



Note: The above design is guided by market test results and consumer research

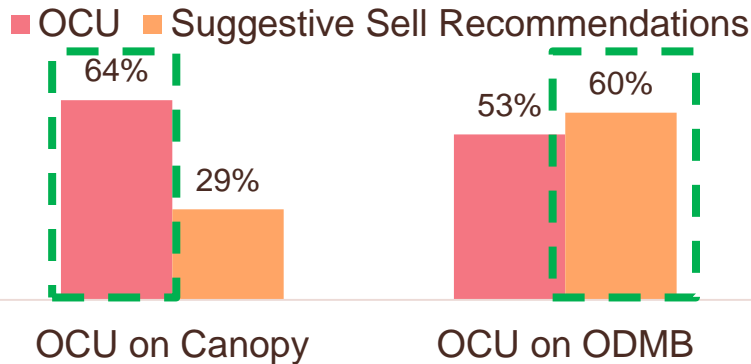


Consumer Research: OCU on Canopy vs ODMB

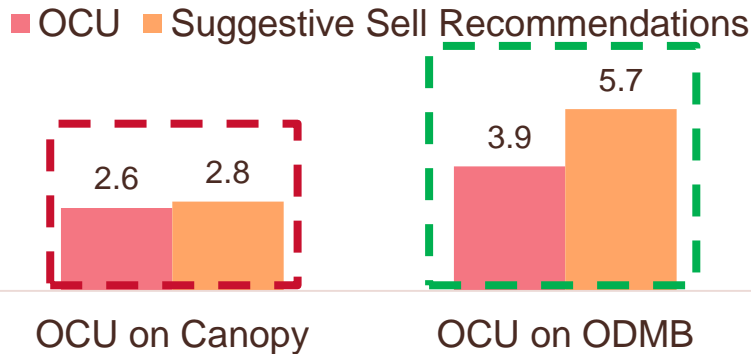
Left: Eye tracking data found that although more Guests look at the OCU when it's on the Canopy, they look at it for far less time, and far fewer Guests see the Recommendations (and spend less time looking at it when they do see it).

Right: Qualitative opinions about the different OCU placements. Across all metrics, Guests preferred having the OCU on the ODMB rather than on the Canopy. Most notably, there is a 20% swing by "very easy to find items in my cart."

% of Guests Who Looked At OCU or Reco's



Seconds Spent Viewing OCU or Reco's



Opinions

"Very easy to find items in my cart"

Canopy
53%

ODMB
73%

"OCU is very easy to read"

Canopy
66%

ODMB
71%

"Feel very positively about OCU"

Canopy
66%

ODMB
71%



OCU on Canopy Screen

After reviewing current BKC® recommendation, restaurants can choose to show the OCU on the Canopy screen by reaching out to Stratacache support

Switching OCU to Canopy Screen

After reviewing the BKC® recommendation, restaurants can choose to have the OCU on the Canopy Screen with Suggestive Sell recommendations on the ODMB. Stratacache has already developed and piloted this functionality.

If you would prefer this option, please follow the steps below:

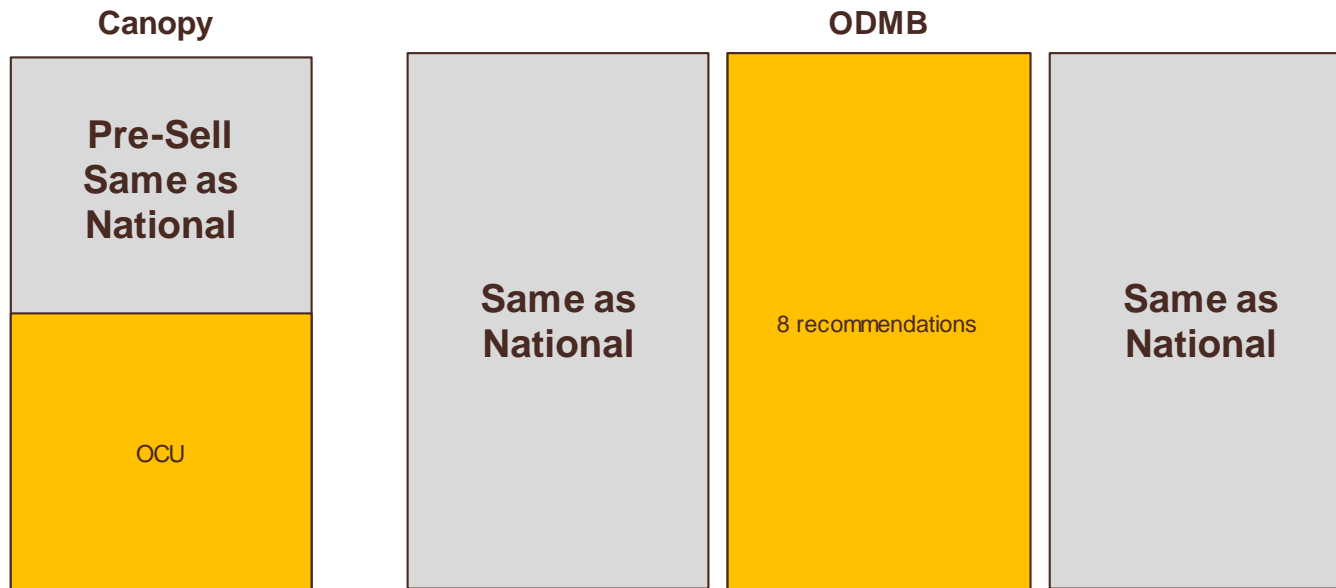
- Email support.bkc@stratacachedmb.com
- Include key words “Switch OCU to Canopy Screen” and include BK numbers that require this change
- Stratacache will make the change in less than 24 hours



Alternative Canopy Blocking

Stratacache restaurants choosing the alternative canopy blocking will have the below blocking setup while the Guest is placing the order.

Alternative Canopy Blocking Design



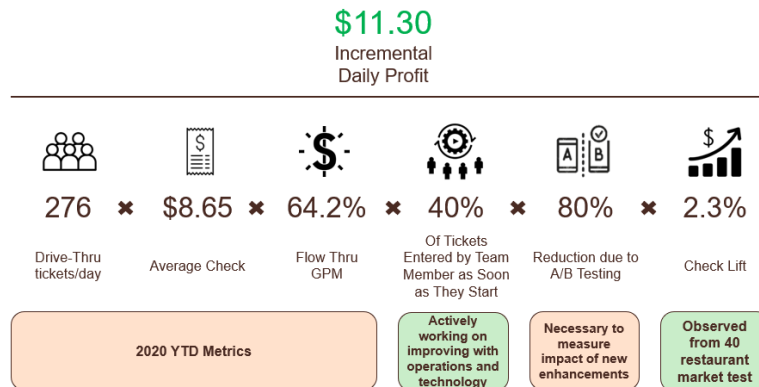
STRATACACHE AI Suggestive Sell

Updated May 29, 2020

STRATACACHE stores get AI-driven Suggestive Sell at **no cost**. The below design appears in the middle panel of the ODMB once the Guest has begun ordering and disappears at the end of the order.



AI-driven Suggestive Sell drove **2.3% check lift** for tickets that receive the Suggestive Sell experience, in a 40-store market test. This translates to **\$11.30 daily incremental profit**.



If you are not interested in having Suggestive Sell, please **email your Marketing Manager**.