**TBWA\Belgium & McDonald’s Belgium troll new Burger King restaurant to promote table service**

A brand-new Burger King branch opened in the city centre of Brussels. McDonald’s Belgium did not want to miss the opportunity to put their own restaurants and unique table service in the spotlight. Because unlike other fast food restaurants in Brussels, McDonald’s brings your Big Mac menu or Chicken Wings straight to your table. A gigantic banner right next to the Burger King restaurant popped up with the smart message: “Served by a king, or served as a king? Discover our table service at McDonald’s.” The iconic McDonald’s logo was transformed into a golden crown for the occasion. At the bottom of the banner: the directions to the two nearest McDonald’s restaurants just a few minutes' walk away. The royal message was quickly picked up on social media and in the press.

**CREDITS**

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