



To launch its new kid-friendly Burger Buddies, Burger King called on the supposed non-kid-friendly photographer, Jill Greenberg. Just a year after Greenberg received heavy criticism for her stylized portraits of children crying, she agreed to spoof her own controversial work by creating a series of outdoor posters that feature hysterical adults. For her original show she had taken candy away from the children to create the authentic reactions, but for this she simply told the adult models that the new bite-sized Burger Buddies were for kids only.