

## McDonald's Angus Burger

### Problem

How does a restaurant generate interest in a new product?

### Solution

Let the consumers do the talking on a grand scale.

### Background

When McDonald's launched the premium Angus Third Pounder, it was surprisingly one of the few quick-service restaurants (QSR) that didn't already have such a menu item.

The challenge for this campaign was to take a national new product launch and bring it to life in the local marketplace.



### Objective

With national media providing broad awareness, the local objective was to increase awareness in the market by connecting with the bull's eye target that had the greatest potential to become Angus loyalists: young adults with hearty appetites.

### Strategy

Honor Angus was a three-month, multi-channel, local crowdsourcing initiative that invited consumers to praise the new Angus Third Pounders, thereby compelling others to try the new burger.

At the end of July, McDonald's launched a teaser campaign featuring butcher paper-wrapped billboards that mysteriously urged consumers to "Prepare for Angus." A month later, these billboards were "unwrapped" to reveal stunning visuals of the new Angus Third Pounders flanked by punchy two-word headlines.

On September 1, in-store advertising, online banners, on-air radio reads, social networking and PR support enticed and encouraged customers to submit their own two word headlines of praise, love or devotion for the Angus Third Pounder at HonorAngus.com or via text.

What was their motivation? The chance to see their own two-word headline featured on towering digital billboards throughout the Kansas City metropolitan area. These submissions created instant virtual billboards that lived in an online gallery. All users were given the ability to vote for their favorite headline submissions.

The campaign culminated on September 24, the 2,000 highest-rated online billboards, along with the names of their authors rotated for 10 seconds at a time on all 13 local digital boards. McDonald's exclusively owned all digital billboards in Kansas City for 24 hours.

On the same day, a local McDonald's restaurant held an "Angus Day" activation event. The on-site event featured the Angus Third Pounder "Pound It" hi-striker game and free Angus Third Pounders for anyone who submitted an online billboard.

## Plan Details

Market: Kansas City

Flight Dates: July – September 2009

OOH Formats Used: Digital and static bulletins

## Results

The McDonald's Heart of America Co-op in Kansas City which endorsed Honor Angus saw incredible results. The Co-op outpaced the region in sales during the campaign's run and post-promotion sustained sales continued to outpace the region.

Honor Angus elicited 1.9MM impressions across Web, mobile and banners with an interaction rate of 7.31% and an average interaction time of 24 seconds, both of which are almost double the industry standard. Over 5,000 unique submissions were netted within 20 days.

This campaign was a favorite of the media as it was covered by local television, radio and newspaper outlets. The leading QSR publication Nation's Restaurant News even featured the campaign on the cover of its October 12 edition in the News & Trends section.

And Honor Angus was even honored by some unsolicited praise from one of the foremost authorities on digital advertising, Patrick Moorhead, director of emerging media for Razorfish, who said:

"By essentially road blocking the market then inviting those that live in the market to develop the creative, McDonald's has really capitalized on the place-based aspect of the inventory and the dynamic and measurable aspect of the digital signage. [Honor Angus] is by far one of the coolest digital OOH executions I've seen for a mass brand."

