



OOH Case Study

McDonald's

Problem

How can McDonald's breakthrough the clutter of competitors to drive consumers into nearby locations for iced beverages?

Solution

By engineering an innovative campaign that allows mobile to complement out of home seamlessly.

Background

Today's consumers are inundated with more ad messages than ever before. McDonald's wanted to increase restaurant visits and amplify billboard messaging by integrating with the popular navigation app Waze to reach the on-the-go audience and drive consumers into stores, literally!

Objective

Warmer weather is the time for iced beverages and McDonald's planned to entice customers with a promotion featuring \$1 and \$2 iced beverages. McDonald's used out of home formats to drive awareness of McDonald's value beverage offerings and targeting potential guests while in their car via Waze to reach them at the point of decision. The KPI was to increase guest count attributable to these media channels to insure QSR consumers take action to purchase soft drinks for \$1.00 or a small McCafe for \$2.00.

Strategy

The agency implemented an innovative campaign using out of home in combination with the Waze navigation app. McDonald's dollar menu creative was featured in OOH placements throughout a pre-determined geographic area. After 'Wazers' drove by geofenced McDonald's billboards and came to a complete stop, a full-screen, Zero Speed Takeover ad would appear on their mobile device, targeting drivers and reinforcing the message with a call to action to "Drive There." User could then click the Drive there option and be taken to the nearest McDonald's. In addition, branded pins signifying a nearby McDonald's store location appeared on the Waze in-app map, supplementing navigations driven by the Zero Speed Takeover ads. The McDonald's logo, appearing in the app's search screen, also helped generate impressions and navigation.

Plan Details

Markets: Boston, Burlington-Plattsburgh, Hartford & New Haven, Portland-Auburn, Providence, Springfield-Holyoke, Waterford

Flight Dates: May 1, 2019 - June 30, 2019

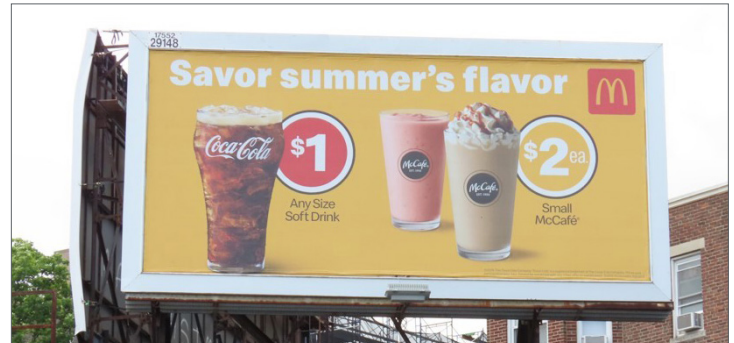
OOH Formats Used: Billboards (Static & Digital), Digital In-Mall, Bus Shelters, Kiosks, Buses

Waze: High-Impact Zero-Speed Takeovers and Hyper-Local Geo-Fenced Pins

Target Audience: General Market QSR consumers

Audience TRPs:

- Boston, MA - 1,077.3 Plan TRPs
- Burlington-Plattsburgh, VT-NY - 74.3 Plan TRPs
- Hartford & New Haven, CT - 3,431.8 Plan TRPs
- Portland-Auburn, ME - 70.1 Plan TRPs



- Providence, RI - 331.6 Plan TRPs
- Springfield-Holyoke, MA - 806.7 Plan TRPs

Targeted Audience TRPs: 5791.8 for OOH
Total Impressions: 5/1 – 6/30 flight: 665,780,127 million

Results

The ad recall lift was 60.63%. Wazers exposed to this campaign searched and navigated to McDonald's 30% more than control group with a 7-day lookback window.

61 days on Waze: 20MM Impressions (2,019,593 Waze users saw ads 10.1x on avg.), 84K+ Clicks, 84,927 Navigations
 Navigation ("Drive There") Rate:

- Waze Zero-Speed Takeovers: 0.15% (QSR Benchmark is 0.10% - 0.13%)
- Waze Branded Pins: 15.30% (QSR Benchmark is 4.57% - 9.77%)
- Waze Search Navigations: 75,674

