OOH + Mobile Drive Visit Lift to McDonald’s

Campaign Objective

Generate awareness and increase sales of the McCafé coffee drink & other menu items, available in the Los Angeles area.

Solution

Combine a mix of long and short term, roadside and street level units for market domination. Units over-indexed for the CCO RADAR QSR & McDonald’s audiences. Further amplify awareness of the menu offering with mobile retargeting, delivering mobile ads to consumers exposed to OOH ads.

Campaign Details

Timeframe: 4/12/2017 - 10/1/2017, 16 Weeks
Market: Los Angeles
Format: 253 Posters, 46 Transit Shelters, 7 Printed Bulletins
18+ Impression Delivery: 331 Million Impressions
Weekly GRPs: 190 Weekly GRPs

Visit Rate to McDonald’s

<table>
<thead>
<tr>
<th></th>
<th>Unexposed</th>
<th>OOH Only</th>
<th>OOH + Mobile</th>
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<tbody>
<tr>
<td><strong>Vs Unexposed</strong></td>
<td>2.39%</td>
<td>11.12%</td>
<td>+729%*</td>
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Insights

Consumers exposed were 42% more likely to visit multiple times

Consumers exposed to the OOH campaign 10+ times had a visitation rate 175% higher than the average OOH visitation rate

Source: CCO RADAR October 2017