

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

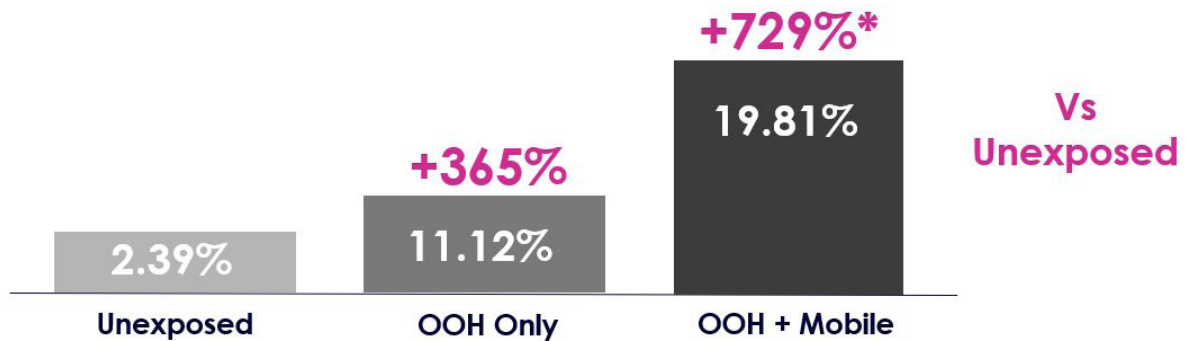
Combine a mix of long and short term, roadside and street level units for market domination. Units over-indexed for the CCO RADAR QSR & McDonald's audiences. Further amplify awareness of the menu offering with mobile retargeting, delivering mobile ads to consumers exposed to OOH ads.

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



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