Background
McDonald’s was looking for a way to reach their 18-49 target demographic across the nation to promote their 2 for $4 mix and match for breakfast. Typically, when executing a campaign there is a threshold goal that is needed to cover 80% of stores in the US. Media coverage in markets must be fair and equitable throughout.

Objective
To showcase the 2 for $4 breakfast, McDonald’s launched a campaign in the breakfast hours to highlight the deal. The creative directly took on one of McDonald’s biggest competitors featuring a video of a consumer eating gas station breakfast and the reaction to eating the featured McDonald’s product.

Strategy
The time frame of 5:00 am to 10:00 am was chosen to support the $2 for 4 deal to reach consumers on the go around the breakfast hour. The campaign was introduced in all markets nationwide and within 10 miles of 88% of restaurant locations.

Plan Details
Market: National (200 DMAs)
Flight Dates: 2/24/20–3/19/20
OOH Formats: Digital gas stations
Target Audience: Adults 18-49
Audience TRP: 12.1
Audience Reach: 3.9%
Audience Frequency: 3.1x
Total Impressions: 24.1 Million

Results
Post Exposure: 23.3% impressions were followed by McDonald’s visits yielding 5.6 million store visits within 14 days.
Attribution: Incremental 7.3% behavioral lift for March or 379,000+ incremental visits. The campaign generated $2.7 million in sales with a $1.27 CPIV and ROAS of $6.