

McDonald's

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.

