

## The Black McDonald's Operators Association of Chicagoland and Northwest Indiana

Chicago, Illinois

### Background

The Black McDonald's Operators Association (BMOA) of Chicagoland and Northwest Indiana is a collective of franchise leaders. These dedicated owner operators are invested in creating meaningful and lasting impact through programs that support families and celebrate African American culture. The 60+ BMOA stores compete with hundreds of QSR options in their neighborhoods. Many competitors are national chains with powerful ad budgets, while others might be locally owned quick service options. Overall, the category is extremely competitive, with all competing restaurants looking to grow and groom new customers while maintaining their existing repeat consumer base.

### Objective

#### Increase Physical Store or Venue/Facility Consumer Traffic

BMOA's plan was to increase foot traffic and store visit frequency with their primary target of AA 18-34. Secondly they wanted to reach AA 18+ and GM audiences within their trade areas. Their desired instore outcomes were: increased awareness of core menu offerings, inspire repeat visits, and generate more sales.

### Strategy

BMOA's OOH program spanned the trade areas of over 60 stores and featured strategically selected Premiere Panels and Jr. Posters, chosen for their strong impression delivery and high index against AA 18-34 audiences. BMOA launched a 47-week campaign utilizing 48 Junior Posters and 4 Premiere Panels located in African American communities across the Chicago DMA. Each location was positioned within the trade areas of the 60+ BMOA McDonald's locations and yielded high impressions for the primary and secondary target audiences. To complement the OOH impact and measure foot-traffic attribution, BMOA deployed mobile advertising targeting the same audience. Both the OOH inventory and the 60+ BMOA store locations were geofenced to measure ad exposure and resulting in-store visitation.



## Plan Details

**Target Demographic :** African American A18-34

**Campaign Posting Dates:** 2/3/2025 - 12/28/2025

**OOH Formats Used:** Junior Posters, Premiere Panels, & Mobile

**Campaign Impressions:** 4-Week AA 18-34 Impressions = 951,909

**Est. 4-Week Reach:** 7.41%

**Est. 4-Week Frequency:** 33.6

**Budget:** \$15,000 or larger

## Results

**BMOA's campaign significantly exceeded all KPIs:**

- **The attribution study** identified 898,382 visits from audiences exposed to the advertising, with 54% of exposed consumers visiting a BMOA location five or more times within 90 days.
- In addition, the association saw **increased website engagement**, over 18K mobile clicks (0.39% CTR) and surpassed sales expectations, reinforcing the campaign's strong performance.