

McDonald's Uses Mobile Video & Tap-to-Map Store Locator To Drive Local In-Store Traffic



THE OBJECTIVES

- Drive awareness for McDonald's Big Mac Extra Value Menu through high-quality, high-impact mobile execution
- Encourage foot traffic & in-store purchases with locally-relevant messaging in priority DMAs
- Reach consumers in their preferred language: Spanish & English
- Include a multi-cultural extension using Hispanic demographic and QSR consumer behavior insights

THE EXECUTION

- Leveraged AdColony's Instant-Play™ HD video ad network, where videos launch without ever buffering
- Geo-targeted only to relevant DMAs
- Provided the on-the-go consumer with an elegant tap-to-map tool with a branded pinpoint design to easily locate a nearby restaurant
- Hispanic-targeted component: Hyper-targeted to devices set to Spanish language and ran on the highest-indexing apps for the Hispanic demo

THE INSIGHTS

FAST FOOD CONSUMERS



#1

Restaurants Is The #1 Local Mobile Search Category (24% Of All Searches)



64%

Of Consumers Purchase A Meal Within 1 Hour Of A Restaurant Search

US HISPANIC AUDIENCE



20%

US Hispanics 20% More Likely To Watch Video On Mobile Devices Vs. Non-Hispanics