



McDonald's®: Reaching the Unreachable.

In the case of the McDonald's® Grilled Chicken Flatbread Sandwich, research proved that adding online advertising to the media mix increases awareness and image perception within a hard-to-reach target audience.

XMOS Case Study McDonald's® Grilled Chicken Flatbread Sandwich

The Cross Media Optimization Study (XMOS)

The XMOS study answers the question "What is the optimal media mix to achieve marketing goals?" Marketers and advertising agencies can now begin to understand which advertising vehicles, at what frequency, optimally support campaign objectives. Using a research methodology endorsed by the Advertising Research Foundation and recognized by ESOMAR (European Society for Opinion and Marketing Research), the XMOS study measures online advertising alongside offline advertising to determine the optimal mix and weight of each medium.

The Campaign

McDonald's introduced the Grilled Chicken Flatbread Sandwich in key markets. The objective of the campaign: raise customers' understanding of product attributes, and drive trial and purchase intent. The target: adults, especially ages 18-24.

The Challenge

McDonald's wanted to find the most cost efficient way to maximize brand impact. The key challenges were to reach the target audience in new ways, communicate specific "emotive" product attributes of the new sandwich like novelty and taste, and compare the branding impact of online versus offline advertising.

How They Did It

McDonald's added interactive advertising to the media mix, which also included radio, print, and TV. Then, they used common branding metrics to measure the impact on the target audience.

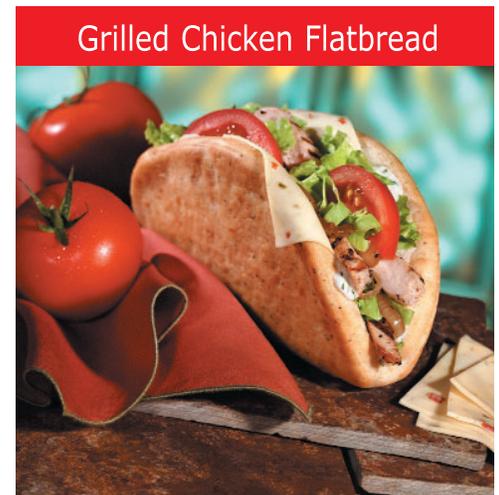
What They Found

By increasing online advertising's reach by 60%, McDonald's would boost product awareness 8.3% overall among the 18-49 media target. This lift would result in six million more consumers becoming aware of the product.

Online makes a real contribution to multi-channel campaigns by reaching the same consumers in another complementary environment. It also reaches people other media can't. Among McDonald's target market, the 20% who are not heavy television users are reachable online. While television and radio advertising barely affected perception of the image statement "combination of great flavors" in this segment, online advertising greatly increased image perception.

By adding online to the media mix:

- Image perception shot up a powerful 9 points.
- Emotive brand attributes increased significantly.



"The challenging media landscape has forced us to seek out new and unique ways to reach our customers," said Neil Perry, Senior Director of Internet Marketing at McDonald's Corporation. "The XMOS study has confirmed for us that the Internet can provide us with an excellent way to reach out to important customer segments, particularly the 18-24 year old demographic."

