

2010 OMMA AWARDS

McDonald's *Avatar*

300-Word Brief

Campaign Objective:

The McDonald's *Avatar* program was the largest McDonald's global movie property activation to date.

Objectives:

- *Business*: Drive guest counts & Big Mac transactions during December
- *Brand*: Increase brand affinity with young adults by leveraging what promised to be the biggest, most innovative film of our time

Marketing Overview:

The vision of the partnership was to leverage the thrill and anticipation of *Avatar* and match the creative innovation of the film for a "Thrill Your Senses" experience, uniquely McDonald's.

Strategy & Tactics:

The innovative nature of the film led us to "digital" as the cornerstone of the program to drive engagement. By working directly with the filmmakers and production companies, digital would allow us to match the creative innovation of the film, in an interactive way.

- POP and Packaging drove consumers online where a deeper engagement came from repeat purchases of our most iconic, "thrilling" product: the Big Mac.
- Digital platform
 - *McDVision*: McDonald's first Augmented Reality program
 - *Pandora Quest*: Hidden Object Game where customers join the virtual *RDA team* to find objects within three breath-taking environments of Pandora. Additional Big Mac purchases were required for higher levels.

Results:

Business Objective: *Drive guest counts & transactions during a critical month (December)*

- Big Mac sales were +18% year over year and sales forecasts were exceeded in two of the three weeks of the program.

Brand Objective: *Increase brand affinity with young adults by leveraging what promised to be the biggest, most innovative film of our time*

- Experienced dramatic viral effect via social media, and nearly 300,000 people visited the site.
- Overall digital engagement *exceeded 10 minutes per consumer*. This depth of engagement with our brand, by our adult audience, is greater than any other digital program McDonald's has developed.