

# McDonald's + Local Online VideoAds: Why They're Lovin It!

## Case Study



### McDonald's

Most national brands roll out products on a region-by-region basis. It's smart. It helps them understand product and pricing adoption as well as gain insight on messaging and promotional offer appeal.

The McDonald's team also understood that their audience "lives" both offline and online and that they could extend their reach more effectively with video.

### Objective

- Drive awareness of the launch of McCafe®, the new McDonald's coffee drinks, and their availability in the Detroit area.
- Promote the McDonald's breakfast menu across Michigan.

### Strategy

Extended the campaign reach of 7 commercials running on spot TV by taking 2 promotions, for McCafe and Breakfast, and running them online.



Leveraging existing spots online and making them interactive is a great way to extend broadcast reach.

*"The ability to regionally roll out new products and extend our reach online using the same video was key. We're excited about these results and the capability to drive high-impact product launches and promotions."*

**McDonald's Marketing Expert**

### Methodology

- Repurposed television commercials by running them online as interactive VideoAds.
- Ran the VideoAds over several weeks to see which performed the best.
- Performance tested user-initiated play mode vs. autoplay with audio off mode in an A/B rotation to measure the impact of play mode on engagement and exposure.

### Results

VideoAds make display ad units **high impact** and offer so much more than regular display ads. VideoAds engage potential customers – letting them interact with your brand, drive direct response, and build brand exposure (without forcing viewers to leave the page). The clicks they do generate are more qualified ones. Regular display ads offer only clicks away from the page and, consequently, disrupt the viewer experience.

- Achieved an overall engagement rate (ER) that was 3X better than the clickthrough rate of typical display ads. The top performing VideoAd, for Breakfast, achieved an ER of 0.53 percent.
- Determined that play mode had a significant impact on ER. Engagement rates for VideoAds set to autoplay were 25 percent higher.
- The VideoAds were highly engaging. Viewers watched, on average, almost 80% of the VideoAds. Fifty-six percent of viewers watched the VideoAds all the way to completion.
- During the promotional period, viewers watched a total of 1100 minutes of the VideoAds.