

GLOBAL MCDelivery DAY, THE SOCAL WAY: HOLLYWOOD & HIGHLAND TAKEOVER

@KingBach posted live from the event on Instagram Stories, drawing an additional 500K+ views!



Partnership with @KingBach drove an additional **2.3 MILLION** impressions!

260X ENGAGEMENT

#McDelivery

Who's hungry for free @McDonalds_SoCal? I will be at Hollywood and Highland tomorrow to give out free food! #McDelivery #UberEats #ad

Adriana @crossprincess 7/25/17 Replying to @KingBach and @McDonalds_SoCal see you guys at 11

EMLY @member17 7/25/17 Replying to @KingBach and @McDonalds_SoCal WOOOOOOOOOOOOOOOOOOOO im going to ask my mom if

Imani @imanih 7/25/17 Replying to @KingBach and @McDonalds_SoCal And mom this is why I need to fly to Hollywood NOWW -me to mom

Hollywood & Highland

@McDonalds_SoCal & @KingBach are hanging out at H&H celebrating #McDelivery by @UberEATS! Stop by before 1 & you might get free #McDelivery

Hey SoCal! We're hanging out with @KingBach RIGHT NOW at @H&HCenter! Stop by and you might just get FREE #McDelivery

HOLLYWOOD AND HIGHLAND
@KingBach
X
@McDonalds_SoCal

NOW DELIVERING: MEDIA COVERAGE

THE ORANGE COUNTY REGISTER
McDonald's partners with UberEats for delivery from 375 Southern California restaurants

PE
laist
abc 7
102.7 KIISFM
RADIO CENTRO 93.9 FM
FOX 11 LOS ANGELES

Whittier Daily News
ZONAMX 101.9
TMZ
POWER 106 FM

SAN GABRIEL VALLEY TRIBUNE
4 SOUTHERN CALIFORNIA
Los Angeles Daily News

Redlands Daily Facts
CBS Los Angeles
KCAL 9
REUTERS
mitú
TimeOut Los Angeles

PRESS-TELEGRAM
social TECH
K-LOVE 107.5
Hispanic Lifestyle
Orange County Breeze
El Informador del Valle

EATER
McDonald's Delivery Has Finally Landed in Los Angeles
Bringing those perfectly engineered French fries right to your door



HEATHER KRUG

PR & MARKETING

(Working with Rogers & Cowan)



Launch McDonald's first delivery on UberEATS and Global Delivery Day in a Big Way: Results and Highlights

Leveraged Global McDelivery Day and McDelivery Collection launch to create meaningful consumer engagement

- Generated immediate wave of local news coverage reaching **30MM+** impressions
- MOASC social posts generated **10.7+** impressions and an additional 6.8MM people reached via media and fan social posts
- Partnered with power house influencer King Bach and created a pop up living room in Hollywood and generated an additional **2.3 MM+** impressions partnered with Wags & Walks for a charitable event
- Approximately **500+** consumers engaged directly onsite at Hollywood & Highland event
- McDelivery usage of UberEATS **increased by 43%** week over week globally



DELIVERING BIG MAC SIZED BUZZ IN SOCAL

CHALLENGE

After more than 50 years, McDonald's innovated the iconic Big Mac for the first time ever, offering a new Mac Jr. and Grand Mac for a limited time only. To celebrate this news, they offered another "first," releasing 10,000 bottles of the beloved Big Mac sauce for fans to nab on one day only. With only 350 of those precious bottles available in SoCal, the local team was charged with generating Millennial engagement in-restaurant and on social, and sparking region-wide press coverage among the community's diverse demographic mix.

STRATEGIC SOLUTION:

To achieve meaningful engagement with local customers the R&C team created a "SoCal cool" experience at a newly renovated McDonald's in downtown Los Angeles. It was complete with a red carpet experience, a photo experience ripe for social media posting, and plenty of space for fans lining up around the block. The team also partnered with local legends REAL 92.3's Big Boy & The Neighborhood to amplify pop culture relevance, plus-up Big Mac publicity, and draw Millennials to the event. Finally, the team collaborated with SoCal influencers to create and share content that reminded Millennials there's a #BigMacForThat.

WE GET HOW TO GO LOCAL

48
STORIES
IN 48
HOURS



mylorespanol La semana pasada se anunció la edición limitada de la salsa especial de Big Mac, tres días, se agotó y en eBay se encuentran a casi 100dóls pero aún quedan pocas en Los Angeles. #McDonalds_SoCal #BigMacForThat

John Pissel @johnpissel Jan 24
Be sure to follow if you want your own bottle of Big Mac Special Sauce! Giveaway is Thursday. 🍔

McDonald's SoCal @McDonalds_SoCal
A new Mac Sandwich-size party needs epic party favors —like 10k bottles of Special Sauce! Tomorrow find out where/when you might get one! 🍔



10M+
REACHED
VIA
SOCIAL

BIG MAC SPECIAL SAUCE GIVEAWAY!
TODAY ONLY 12:30p - 2:30p
McDonald's
201 West Washington Blvd
Los Angeles
#BigMacForThat
@McDonalds



Want a free bottle of Big Mac sauce? One Southern California McDonald's is handing out freebies Thursday

MCRIB PR OBJECTIVES

DRIVE LOCAL AWARENESS THAT MCRIB IS BACK FOR A LTO

GENERATE LOCAL PRESS THAT REACHES OUR DIVERSE CUSTOMER BASE

CREATE LOCAL POP CULTURE RELEVANCE TO SPARK BROADER SOCIAL BUZZ

SUPPORT AN INCREASE IN LOCAL SALES OF MCRIB Y-O-Y



\$2.99

MCRIB

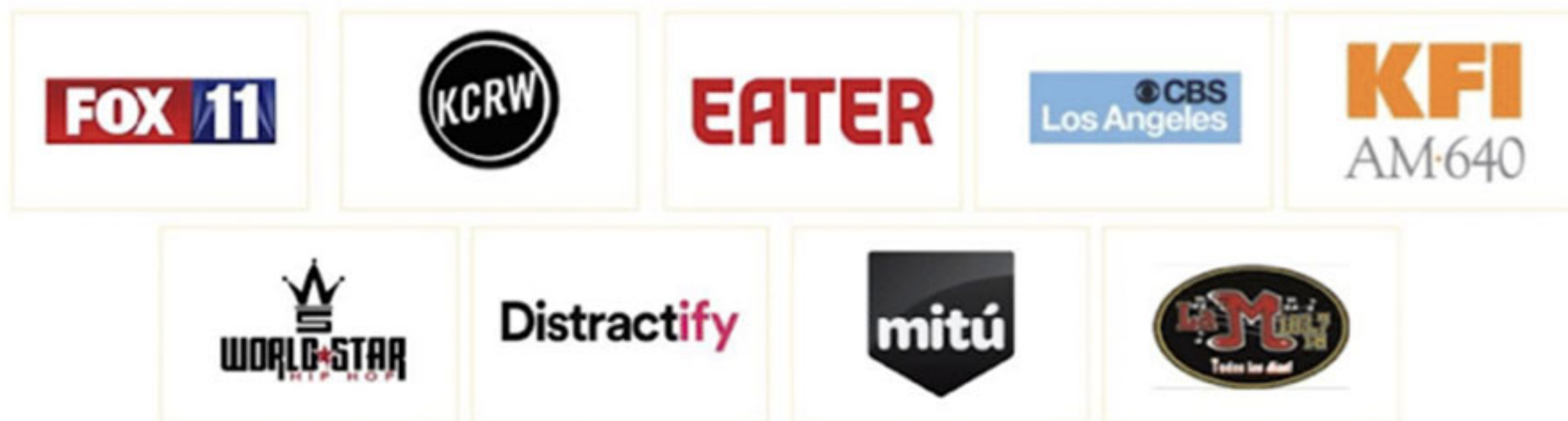


MCRIB PR RESULTS

51 TOTAL PLACEMENTS

151MM+ TOTAL IMPRESSIONS

7.4MM+ VIDEO VIEWS OF OUR LOCAL MCRIB SUPER FAN XANTHE, SPARKING NATIONAL POP CULTURE COVERAGE



KTLA 5 NEWS MORNING NEWS PODCASTS CONTESTS TRAFFIC EVENTS AND MORE
The McRib 'Pork & Pepper' Comeback Tour Coming to An End



THE MCRIB "PORK & PEPPER" COMEBACK TOUR IS COMING TO AN END
 McRib is only available while supplies last.

To find service...

73 likes

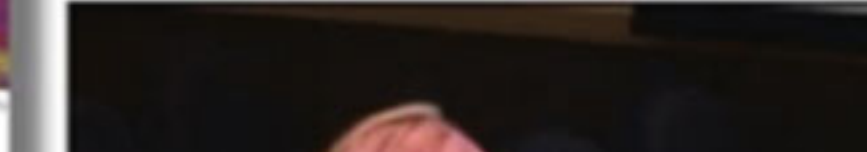
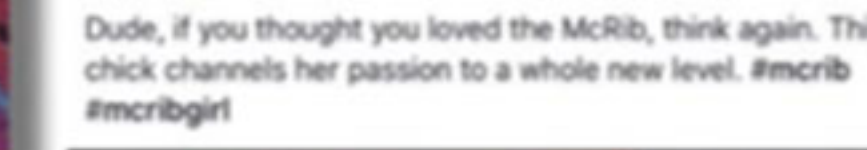
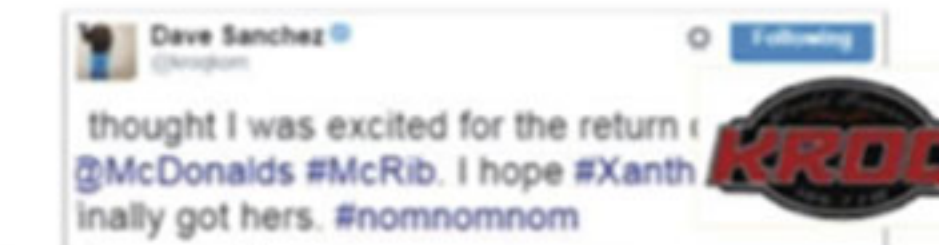
4 SOUTHERN CALIFORNIA
SoCal Savory: The McRib Is Back

The McDonald's icon makes a return following a two-year hiatus.



The McRib is back, complete with a "Pork & Pepper Tour" with Dr. Pepper.

It's a treat that tends to return in the fall, and it shall again, after a two-year stay away, over Thanksgiving Week, with no less than a full-on Southern California tour with Dr. Pepper as its partner.



LOCAL FAN PARTNERSHIP SPARKS BROADER SOCIAL BUZZ & NATIONAL PRESS



Z100 New York
 Just when you thought you loved the #McRib... the #McRibGirl comes to wreak havoc!

KCRW
 Greg Kampanis @GregK · 22 Dec 2016
 @kcrw this mcrib story is gold



Hugh Little
 The #McRibGirl video just made my day.

POPSUGAR.
 You've Never Seen Any Foodie as Passionate as the 'McRib Girl'

EATER

7.4MM+ VIEWS