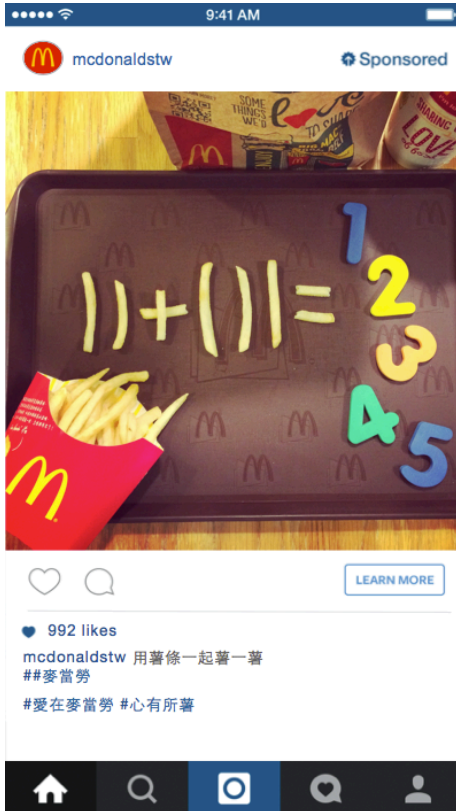




# From Burgers to Brand Love

The iconic global brand shared a series of photo ads on Instagram to connect its food with the joys of life, engage with customers and build brand awareness in Taiwan.



lift in ad recall



lift in campaign awareness



people reached

## STORY

### Familiar flavors

McDonald's has been tantalizing taste buds in Taiwan for over 30 years, growing to more than 400 stores across the country. It is considered a convenient and reliable fast food option but has found it challenging to create a deeper, ongoing connection with customers outside of their in-store experience.

## GOAL

### Connecting through meaningful moments

McDonald's Taiwan wanted to demonstrate its passion for bringing joy to people's lives, by engaging with customers outside of mealtimes and connecting with them around important day-to-day moments. It wanted to build awareness and brand love, so that people would consider it to be a welcoming place in their local neighborhood.

## SOLUTION

### Serving up smiles

McDonald's Taiwan served the Instagram community a series of photo ads presenting its food and beverages in a fun way, while also connecting to people's passions and love of life. Created especially for Instagram, the ads featured its fries solving a math problem, coffee cup shaped rocket ships giving people energy and parachuting McFlurries encouraging its audience to follow their hearts. The colorful, thumb-stopping imagery resonated with people to create a deeper connection beyond their in-store experience. It showed them that McDonald's not only provided convenient and great tasting food, but could be a significant part of their lives.

With the majority of its audience on mobile, Instagram not only helped McDonald's Taiwan reach more than 729k people in just two weeks, but engage with many of them while they were on the move and around mealtimes. As a result, the campaign achieved a 46-point lift in ad recall and 14-point lift in brand awareness.

“As a platform where people go for inspiration, Instagram has been the perfect place for us to share and strengthen our brand promise “I’m lovin’ it”. By sharing a series of happy and heart-warming images, we have been able to connect with customers and build awareness and brand love.”

Vicky Lee  
Vice President  
McDonald's Taiwan