

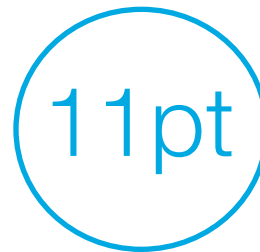


Having Fun With Food

When McDonald's wanted to raise awareness of its campaign 'I crave for a Mac', it worked with Instagram on a clever execution that yielded world-class results.



lift in ad recall



lift in campaign awareness

STORY

The world's favourite burger

McDonald's needs no introduction. The American restaurant chain is known worldwide for satisfying customers' hunger with classics including chicken nuggets, cheeseburgers and the iconic Big Mac.

GOAL

Getting into millennial heads (and stomachs)

McDonald's wanted to raise awareness in Poland for its campaign 'I crave for a Mac' and place itself front of mind for a millennial audience looking to satisfy their hunger.

SOLUTION

Mouthwatering imagery, staggering results

Working on the simple but fun premise that when you're hungry you see food everywhere, McDonald's worked with Facebook's Creative Shop, DDB&tribal and OMD on a series of clever, fun and engaging ads.

Over 50 executions were created, with the six best being used in the final campaign, which paired a mouthwatering McDonald's menu item with an everyday object. McDonald's took a brave step by discarding any traditional branding on the images and instead relied on the iconic nature of its products, and a strong creative idea. And it worked.

The campaign saw a 57 pt (814%) uplift in ad recall in the subsequent Nielsen Brand Effect study. This is the highest measured result of any campaign to date on Instagram. There was also an 11 pt lift in campaign awareness.

“Instagram was the best channel to reach our millennial audience with our diverse offer in their native environment. Through relevant creative we built recall and credibility for our brand. It will be difficult to imagine reaching this audience without Instagram in the future.”

Tomasz Leszko
Chief Marketing Officer
McDonald's Polska