

CASE STUDY

PROVING NEWSPAPERS WORK: ONGOING BRAND CAMPAIGN FOR DIFFERENT PRODUCTS

The Challenge

McDonald's sells not just one food product but many different ones. As well, they always have new products and price offers that want to share with public while still communicating overall restaurant brand.

The Objective

To deliver the overall message that McDonald's understands Canadian consumers and creates offers that suit their needs. As well, McDonald's wants to position itself as the quick serve restaurant that delivers value for Canadian's hard earned money. In this way, it will be chosen, time and again, as good place to go for a reasonable meal or snack.

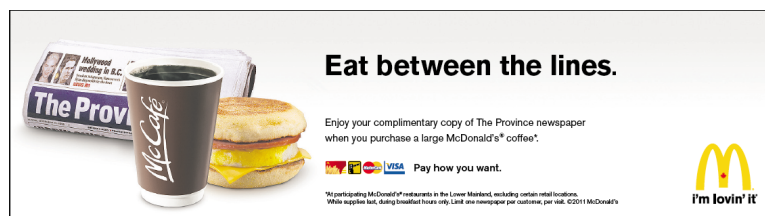
The Plan

On a regular basis, McDonald's changes its special offers so it needs to communicate its latest one in a timely medium. As well, it must communicate price as well as be visually appealing. Newspapers were chosen as they provide all these elements.

Undertaking an on-going campaign, similarly placed in the newspaper each time, would encourage consumers to expect McDonald's ads and even look for them.

The Creative

The newspaper ads needed to have a similar look and feel yet be different enough that consumer's would recognize that a unique message was being delivered. To be consistent, in each case a similar shaped ad (banner) would be used in conjunction with a large appealing food image, the price offer, bold colours and, of course, the large golden yellow M.



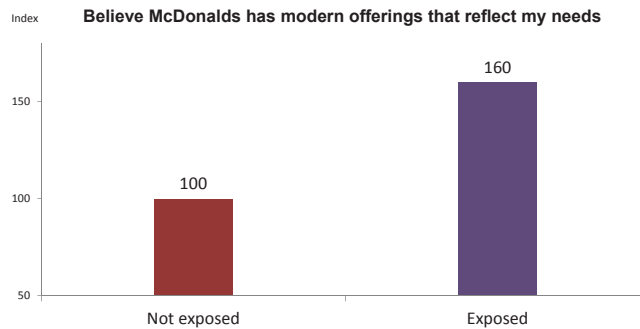
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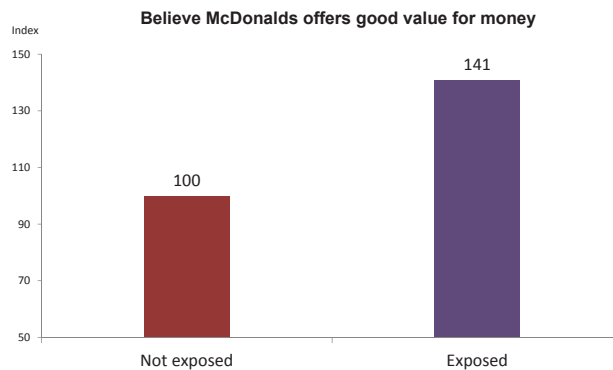
The Results

Totum Research undertook a study to determine the impact of the newspaper advertising. The McDonald's campaign was extremely effective with more than two-thirds of readers having seen it.

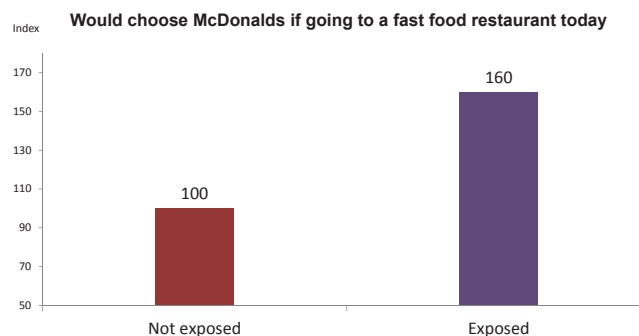
The newspaper ad campaign reinforced the company's positioning of providing modern offerings that reflect Canadian's needs.



The message that McDonald's offers value for money is a key part of each ad and this was grew substantially for those who saw the campaign.



Finally, exposure to the newspaper ad campaign significantly increased the choice of McDonald's as the fast food restaurant that they would go to today.



An ongoing campaign proved to be successful - it significantly improved the perception of McDonald's on all the criteria measured!

For further industry information, go to www.newspaperscanada.ca

