

## McDonald's

### Problem

How does a fast food restaurant connect with a minority demographic?

### Solution

Use OOH formats to speak to them where they gather to socialize and be a part of the fun.

### Background

McDonald's is a corporate sponsor of the Miami Heat and wanted to capitalize on the excitement of the team going after back-to-back NBA championships. McDonald's wanted to connect with the South Florida market in a fun and compelling way that spoke to the Hispanic consumer.

### Objective

The overall communication goal was to convey that McDonald's likes to party and celebrate the way the locals do. The message was to be delivered to Hispanic adults 18-54.

### Strategy

The plan was very simple: be the first and only QSR partner of the Miami Heat to either celebrate their win or congratulate the team on a great year. The key was to be first!



### Plan Details

Markets: Miami, Columbus

OOH Formats Used: Bulletins

Working with the OOH vendor, the planning agency identified a high density/high traffic board in a key Hispanic area near places where fans celebrate after a Miami Heat championship. The agency designed two layouts, but the first -- and only one used -- was to congratulate the repeating NBA Champions with copy that would tie into the local community, featuring McDonald's iconic French Fries.

### Results

The McDonald's corporation, its owner/operators, and corporate staff were all very congratulatory of the strategy and execution of the partnership. The creative was shared throughout the McDonald's system, reaching every level of upper management. News and social media also supported the execution.

A key comment from a customer says it all: "McDonald's understands Hialeah and Hispanics, and they like to party with the community."