

McDonald's Angus Burger

Problem

How does a restaurant successfully launch a new product?

Solution

Use a mix of traditional and nontraditional OOH formats to ensure the campaign's reach stretches to all areas of the market.

Background

In 2007, the McDonald's New York Co-op was chosen as one of three test markets to launch a new line of one-third pound Angus Burgers. A bigger, better burger meant stronger sales and profit potential for the Co-op and this was considered the largest product launch in New York since the Dollar Menu. With burgers as the core of McDonald's business, the Angus Burger was the next big step in continuing to provide quality products for McDonald's consumers.

In New York, competition for market share is fierce and there is a wide spectrum of competitors from traditional quick-serve restaurants to independents. In order to succeed, this campaign had to get New Yorkers excited about being the market of choice for this test.

The national buzz around Angus began when Los Angeles launched the product in early 2007. The goal was to hit the New York market hard during its launch over Labor Day Weekend and maintain that presence throughout September.

Objective

McDonald's had a goal of increasing overall sales in the Co-op by 5% in September, the first month of the launch. The campaign targeted adults 18-49 and smaller Hispanic and African American targeted buys were included in the plan. Focus was put on the following objectives:

- Create awareness, excitement and buzz around the new burger line at McDonald's
- Generate trial while creating sustainable sales
- Leverage the time period in which Angus was launched at Labor Day Weekend events

Strategy

Traditional OOH formats were used to blanket the market and create mass awareness of the Angus burger line. As McDon-



ald's is held to equal coverage in all counties of a Co-op, a variety of elements were purchased to ensure that everyone from Times Square to the outer most areas of New Jersey, Fairfield County and the Hudson Valley felt the excitement around the new product. African American targeted buys were included and Spanish language creative was posted in those zip codes with high Hispanic population density. Enticing pictures of the product were paired with creative messages that spoke directly to New Yorkers.

In addition to traditional OOH, the Angus burger line was launched with nontraditional elements relevant to the time period. A Tri-Vision Truck was present at Yankees Stadium for arguably the biggest match up in baseball: the last Yankees-Red Sox Series of the season. At this event and at others though out the campaign, the truck carried rotating billboard facings showcasing the three different Angus Burgers. The Tri-Vision Truck, along with an aerial banner, was also present for a Labor Day blitz at beaches throughout the Co-op, including the crowded Jones Beach and Long Beach Island in New Jersey.

Plan Details

Flighting Dates: August 28, 2007 - September 28, 2007
Markets Selected: New York DMA – New York City (all five boroughs), Westchester, Poughkeepsie, Hudson Valley, Long Island, Fairfield County (CT), and areas of New Jersey
OOH Formats Used: Bulletins, 30-sheet posters, 2-sheet posters, Urban Panels, Bus Shelters, Bus Kings, Taxi Tops, Subway Car Cards, an Aerial Banner and a Tri-Vision Truck.
A #75 showing or more was planned in each county of the co-op.

Results

The McDonald's Angus launch in New York was considered a success and the beginning of a successful product line at McDonald's. The campaign generated 470MM impressions throughout the New York Co-op over four weeks.

Within the first week of the advertised launch, unit sales of the Angus Burger increased by 45%. By the end of the OOH campaign, unit sales were up 137% above the pre-advertised time period. The increase in Angus unit sales contributed to a dramatic increase of 53% in overall unit sales at McDonald's. This increase far exceeded that of the other two launch markets for the Angus burger line which saw only 8% and 44% increases during the same measured time period.

McDonald's measures success based on year-on-year sales and the results for the Angus launch were quite positive. In a business where one percentage point can mean millions of dollars in incremental revenue, McDonald's saw New York year-over-year total sales increase by 5.1%, exceeding the set goal. The OOH effort, an integral part of the overall campaign launch which included other media, was a key driver in delivering positive results which were sustained in subsequent months.

