

OOH INCREASES AWARENESS OF HAWAIIAN PUNCH



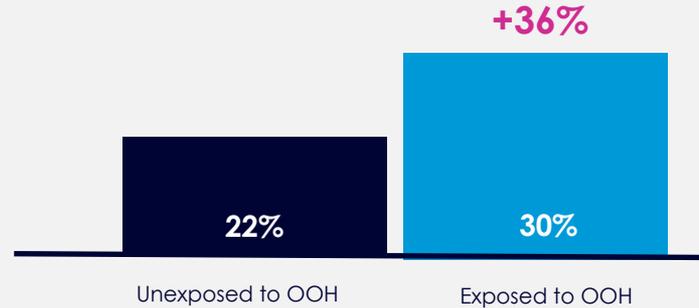
Campaign Objective:

Drive purchase consideration of Hawaiian Punch at McDonald's restaurants throughout the Chicago Market. Increase awareness for A18+, with primary focus on reaching parents, that Hawaiian Punch was now re-launched and available at McDonald's.

Solution:

Units were selected with a focus on proximity targeting, specifically within 5 miles of McDonald's locations. A mix of bulletins and posters were used across roadways and surface streets ensuring comprehensive coverage of the market.

Off the top of your head, do you know where you can buy a Hawaiian Punch fountain beverage? (Unaided)
% writing McDonald's



Key Takeaways:



+20% lift in likelihood to purchase Hawaiian Punch at McDonald's among parents

+30% lift in unaided awareness that Hawaiian Punch is sold at McDonald's among parents