

McDonalds

Using radio to help target a young audience and make them fall back in love with a product



Sales of
McFlurry
rose to
16%
above
projections

Background

McDonald's were facing a big challenge – their core audience of 16-24s were becoming less engaged with the McFlurry product and they wanted to re-engage with this audience during the key summer months and make them fall back in love with McFlurry again.

Why radio?

McDonalds felt that it was important to target their younger audience through digital entertainment media and particularly music which is their number one interest. Radio allowed the possibility for McDonalds to associate themselves with music whilst extending beyond the airwaves to provide experiential opportunities.

Implementation

In association with Bauer, McDonalds created the McFlurry Nice Cream Van Summer Tour – an engaging three month campaign that brought McFlurry to the hands of thousands of 16-24s across the country.

The Kiss FM breakfast show hosts Rickie and Melvin were the faces of the campaign and travelled in the Nice Cream Van up and down the country visiting key events such as IN:Demand Live in Scotland and Leeds Party in the Park.

Using Kiss and Bauer Radio Place Portfolio (and Bauer's other TV and magazine heritage brands) McDonalds 'mixed up' the key ingredients of music, summer fun and the new Drifter and Flake flavours to create messages and spot ads to deliver the excitement of the McFlurry Nice Cream Van. In addition, daily lucky listeners had the chance to win tickets and festival packs including cash, cameras, travel and accommodation.

Results

The campaign was a success for McDonalds with the 'McFlurry Nice Cream Van' concept helping to deliver brand awareness to millions of 16-24s via the radio and drove 61,000 likes on Facebook. Crucially, sales of McFlurry rose to 16% above projections.

Radiocentre Comment

A strong example of a campaign which goes beyond the traditional radio airtime/sponsorship formats to appeal to a niche audience and increase sales.