



# CADEAU KALENDER

ELKE DAG EEN VERRASSING

**CADEAUMAAND**

1  
Medium Menu  
Generous Jack of  
Generous Jacqueline  
voor  
**€6**

Meer info & voorwaarden op [www.mcdonalds.be/cadeaumaand](http://www.mcdonalds.be/cadeaumaand)



**BEST USE OF INTERACTIVE**

**McDonald's  
The Gift Month**



# MARKET DYNAMICS







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**McDONALD'S WANTS TO STAND OUT FROM THE CROWD  
& MAXIMIZE BRAND LOYALTY**





HIGH ENGAGEMENT WILL LEAD TO  
CONTINUOUS TRAFFIC IN STORE

McDo  
lance sa  
nouvelle  
app. 



# Media Objectives





RECRUIT A BROAD & STRONG APP USER BASE



GRAB ATTENTION & INTEREST FROM TARGET



GENERATE HIGH LEVEL OF ENGAGEMENT





**WHAT IS BETTER THAN RECEIVING A  
GIFT?...**

**....RECEIVING A GIFT EVERY DAY !**



**LE MOIS DES CADEAUX**

**Toi, chaque matin !**



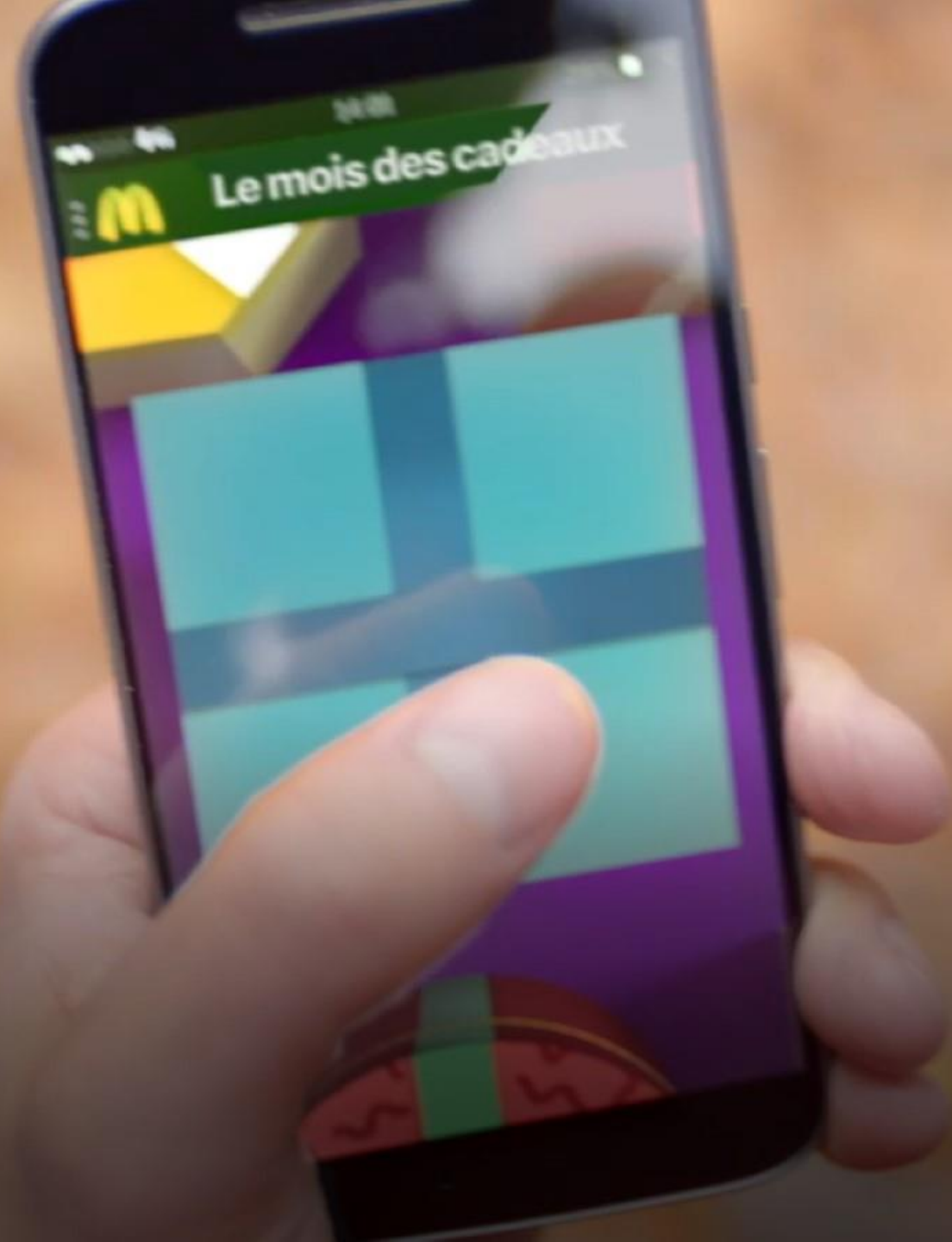
A NEW OFFER EVERY DAY, ALL MONTH LONG...



AS AN ICONIC  
ADVENT CALENDAR







A POWERFUL  
IN-APP CONCEPT ...





OWNED



PAID





# A clear campaign phasing



**TEASE**



**ENHANCE**



**REWARD**



# MEDIA TRIGGERING USER INTERACTIVITY ALL MONTH LONG



TEASING



TEASING

1 Big Mac® pour 1€\*

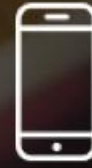
29/11

**“Save the date” as start of the Gift Month**

\*Valable uniquement via l'application McDonald's® le 29/11/2018 de 10h à 06h30 (30/11), pour 1 Big Mac « à la carte » pour 1€. Une promotion par compte d'utilisateur et une promotion par transaction. Valable à la borne de commande, à la caisse ou au McDrive, non valable via McDelivery. Valable jusqu'à épuisement du stock dans tous les restaurants McDonald's® en Belgique. Plus d'infos et conditions sur [www.mcdonalds.be/lemoisdescadeaux](http://www.mcdonalds.be/lemoisdescadeaux)



# MEDIA TRIGGERING USER INTERACTIVITY ALL MONTH LONG



TEASING

ENHANCE



ENHANCE

**Jij, elke ochtend !**

**“Every day a different gift — check your App”**





REWARD

**“Benefit of great offers every day “**

**SENSE OF URGENCY ON A DAILY BASIS**



# MEDIA TRIGGERING USER INTERACTIVITY ALL MONTH LONG



TEASING

ENHANCE

REWARD





**...DRIVING A GREAT & MEMORABLE BRAND EXPERIENCE !  
#ALWAYSOPENFORGOODMOMENTS**



# Results

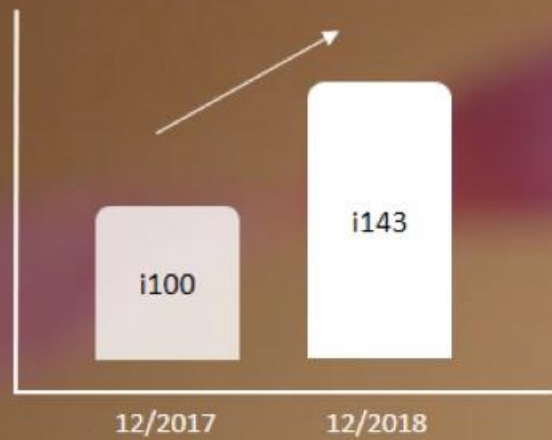


**+85% APP  
DOWNLOADS vs  
OBJECTIVE**





# HIGHEST SEARCH LEVEL IN PAST 5 YEARS







GENERATING A  
**SALES UPLIFT OF +200%**

vs SAME PERIOD PY.



**Why does this case deserve  
an Amma?**



A young woman with long blonde hair and a pink headband is covering her mouth with both hands, looking directly at the camera with a surprised expression. She is wearing a grey sweater with green and black patterns. The background shows a hallway with a wooden staircase railing, a green exit sign, and a blue poster on the wall.

**STRONG DAILY INTERACTIVITY THANKS TO EFFECTIVE  
MEDIA APPROACH & USE...**







**...THAT GENERATED HIGH BRAND ENGAGEMENT & LOYALTY**





**...AND LEAD TO INCREASED STORE VISITS & SALES!**



**OMP**

**Better decisions, faster.**