

Direct Mail Case Study



“My Greatest Feat”

Sector & Brand: McDonalds, Food Consumables

Country: New Zealand

Date: March-August 2008

Background:

Who was the advertiser?

McDonalds has the world's largest chain of hamburger fast food outlets, daily serving approximately 68million customers in 119 countries. Started originally in 1940 in the United States the company and brand has grown in dominance over the decades with annual sales of over US\$20billion.

What was the challenge?

McDonalds has battled with a negative press for a long time because of the association between fast food and health issues, in particular obesity. In 2006 the New Zealand Government made tackling childhood obesity a key objective and NZ Police withdrew their support of the McDonalds Schools Road Safety Campaign which had been running for 20 years.

What were the objectives of the campaign?

Determined to overcome this negativity, McDonalds wanted to use its sponsorship of the 2008 Olympics to get maximum involvement to generate a more positive company image.

Who was the target group?

Children in school and subsequently their parents.

Case Study: McDonalds

The campaign in detail:

Which media were used?

The campaign was a cross-media campaign including mail, email and online engagement.

What was the mailing approach?

Small boxes with instructions, a map and a free pedometer were given to children.

What was the creative concept?

The 'My Greatest Feat' idea was supported by the NZ Olympic Committee and also 60 Olympic athletes, consisting of a two week school activity programme during which each school child would count the steps they took. The intention was to create a virtual marathon walking the length of NZ but it snowballed into the biggest ever physical activity programme in New Zealand.

The results

- 55% of New Zealand's primary schools took part involving over 94,000 children in the challenge. This participation was done with parent approval also increasing awareness.
- In total over 3 billion steps were taken, so walking 1,666,319km or around the world 41 times.
- Over 125,000 visitors from 41 countries went to the website to follow their progress due to the international interest generated by the endeavour; NZ media coverage alone amounted to over \$1m.
- The McDonald's brand trust score took a positive leap in ranking, far exceeding the target of +5%. The response to the statement 'McDonalds is a company I can trust' was up 33% despite a static score for three years previously. 'Encourages active balanced lifestyles' and 'Has food I feel good about children eating,' were both answered more positively by 50% and 33% respectively.

