

CASE STUDY



INSIGHT: We needed to launch Angus burgers from McDonald's. However, could we do premium beef in a distinctly McDonald's way?

IDEA: 'It's a little bit fancy' (created strategy)

EXECUTION: Content parodied fancy restaurant behaviors, in a playful and uniquely Macca's way.

RESULTS: This campaign created double the annual brand value of the classic Big Mac, grew the total value of beef burgers by over 10% and saw Macca's biggest ever shift in food quality scores.

All this for a Return On Investment of \$5.16 for every \$1 spent.

