



ASIA

McDonald's 'Best Burger' Campaign Wins Hearts and Stomachs Across Middle East



Solution
Engaging with Customers, Acquiring New Users

About McDonald's

McDonald's is one of the most recognizable brands in the world with more than 36,000 restaurants in over 100 countries.

The Highlights

11.47%

Engagement Rate (Global Benchmark 1%-2%)

2.67%

CTR (Global Benchmark 0.4%)

75%

MOAT Viewability (Global Benchmark 62%)



We are very pleased with the results from our 'Best Burger' campaign and the mobile reach and brand awareness we were able to achieve among target consumers in the Middle East with InMobi's first party audience segments and creative, further showcasing the quality and deliciousness of classic McDonald's hamburgers.



Sherif Coutry
GCC Marketing Director, McDonald's

The Brand Objective

McDonald's wanted to promote its classic beef burgers in the Middle East and drive maximum global brand awareness and consideration to its most popular menu items. The challenge lay in reinvigorating consumer enthusiasm for McDonald's most iconic beef burgers.

In order to achieve this, McDonald's, along with StudioM and Publicis UAE, worked with InMobi to come up with an upper funnel mobile strategy that targeted foodies and fast-food lovers in the region, including Riyadh, the capital and largest city of Saudi Arabia, and Jeddah, a city in the Hejaz region of Saudi Arabia and one of the country's main commercial centers.



The Solution

To create a unique and gamified mobile campaign that showcased the use of classic and enhanced hamburger ingredients, McDonald's, StudioM and Publicis UAE used InMobi's first-party audience segments, which have been built over the years by determining first-party SDK data, app type, and app usage patterns.

McDonald's also worked with InMobi to continuously optimize the campaign on high performing sites to ensure it was reaching relevant, target audiences in a fun and engaging way on mobile channels.

The Results

McDonald's reached a total of 1.6M unique users. Out of this, the unique gamified unit was a hit with more than 196,000 unique users who played the game, with 61% completing the game to reach the end screen. Throughout the campaign, the top performing audiences were Gamers, Music and Entertainment Users, and Lifestyle Seekers and Household Dwellers.

InMobi also ran a brand uplift study that showcased very high ad and brand recall, with more than three in every five users recalling the campaign.

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