



PEANUT BUTTER CRUNCH McFLURRY MEDIA RECOMMENDATION

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EXECUTIVE SUMMARY

Creating a plan that connects the McDonald's Peanut Butter Crunch McFlurry with a target audience through advertising that comes at the right place and time includes many different elements. To begin, we were tasked with the goal of **growing the U.S. dessert base from 2% to 5% in the next four weeks** to turn the Peanut Butter Crunch McFlurry into a regular menu item. With a **budget of \$25 million**, the objective of the campaign is to make sure the campaign message is seen by those most likely to be receptive to the message at the right place and the right time.

First, we started out by creating our target audience through GWI. We decided to target and begin with McDonald's as a brand/QSR. We wanted to specifically look at customers that **visit weekly or monthly** to track the habits and behaviors of longer standing and a more consistent customer base. Including the quantifier or purchasing ice cream in the last month allowed us to track our consumer base that are not only regular McDonald's users but also would be excited to try the new McFlurry! This led us to our target persona, **Lindsay Hughes: a 35-year-old mom with three kids from the northeast**. Once we had our persona, we were able to look deeper into attitudes and insights that best fit them. Looking at brand relationships was very important, especially in relation to our Commspoint. Through this, we found our audience is very **loyal to the brands they like**, which is important with McDonald's overarching brand truth and fan relationships to the brand. They **research a product online before buying it** and spend time looking for deals, which will make reviews and word-of-mouth important -- along with our other forms of advertisements. The major takeaway for our team is related to the high statistics revolved around **discount codes and coupons**, and the use of **loyalty and reward programs**. The McDonald's app is the highest downloaded app created by a QSR with consistent deals, releases, and notifications sent to their users. These statistics helped to drive our campaign, especially in regard to in-app advertisements.

From here we created our 'get to by' statement: get millennials to engage with McDonald's and recognize the brand as a comforting and nostalgic presence by reaching them when they are looking for a sweet, convenient, cost-effective treat that will lead to a fun experience spent with their loved ones. We wanted to lean into the personal connections with our consumers and treat McDonald's as an emotional being, rather than just a brand.

Building off of the **Grimace Campaign**, we knew we had to look into fan truths. 'Happy Birthday Grimace' was one of the highest-performing McDonald's campaigns- making the **sales rise by 14%-** and didn't need any celebrity names or collaboration to make it successful. What it focused on was **fan truths**. The insight that made this campaign so successful was "You know you made it when you were invited to a McDonald's birthday party." This creates a sense of collectivism in our audience, and the driver of wanting to be a part of a group brought people to McDonald's. While McDonald's normally targets multicultural young adults aged 18-25, we decided to focus on Millennials to make this sense of being the **in-group** and belonging true. Fan truths are best defined as familiar feelings that you can relate to, and what is more relatable than family? Based on this, the driving insight we created was **"It's not a McDonald's meal without a McFlurry."** Our from, to, by supports this driving insight by surrounding the idea of getting McFlurry to be a **well-known and craveable dessert** that brings people to McDonald's.

To create our actual campaign, we wanted to focus on several different channels. Based on our insights, the top-performing ones were **digital and social media, out-of-home, and in-app promotions**. Along with these, **word of mouth** was also at the top of the charts. To cover all of these we knew we had to create a memorable and interactive campaign that incentivized people to interact. From this, we came up with four ideas: an AI billboard that lets you build your own McFlurry, an in-app promotion that connects to a set of characters that McDonald's is launching officially later this year, Instagram and Facebook posts to garner a larger reach and finally ideas on how to gain earned media from word-of-mouth.

In choosing the mediums we would focus on the most for our campaign, we found the three above to be especially important. With our budget of \$25 million dollars, we allocated the three largest pieces to the three channels we selected: \$6,275,489 to digital, \$3,611,702 to Out of Home, and \$4,133,660 to social networks.

Over the next four weeks, we are confident that we will be able to market the Peanut Butter Crunch McFlurry to be not only marketable but successfully gain a large enough following that it is considered to be a full-time menu item.

OUR PRODUCT

McDonald's Peanut Butter Crunch McFlurry



BUSINESS SITUATION SUMMARY

OUR BUDGET
\$25 MILLION



OUR GOAL

Grow U.S. dessert base from 2% to 5% in the next 4 weeks to turn into a regular menu item

OUR OBJECTIVE

Make sure the campaign message is seen by those most likely to be receptive to the message at the right place and the right time



SITUATION ASSESSMENT

BIG IDEA

WE WANT OUR CONSUMERS TO FEEL
THE **WARMTH, NOSTALGIA, COMFORT,**
AND LOVE FROM THE McDONALD'S
PEANUT BUTTER CRUNCH McFLURRY.
WE HOPE THEY SEE IT AS A DESSERT
THAT WILL BRING THEIR FAMILIES
TOGETHER WITH CONVENIENCE.

DRIVING INSIGHT

Background Data:

After the 'Happy Birthday Grimace' campaign, sales rose 14% to \$6.5 billion. The fan truths connect strongly with our audience and by focusing on evoking emotion in branding, the company performs better. (Chicago Tribune, 2023)

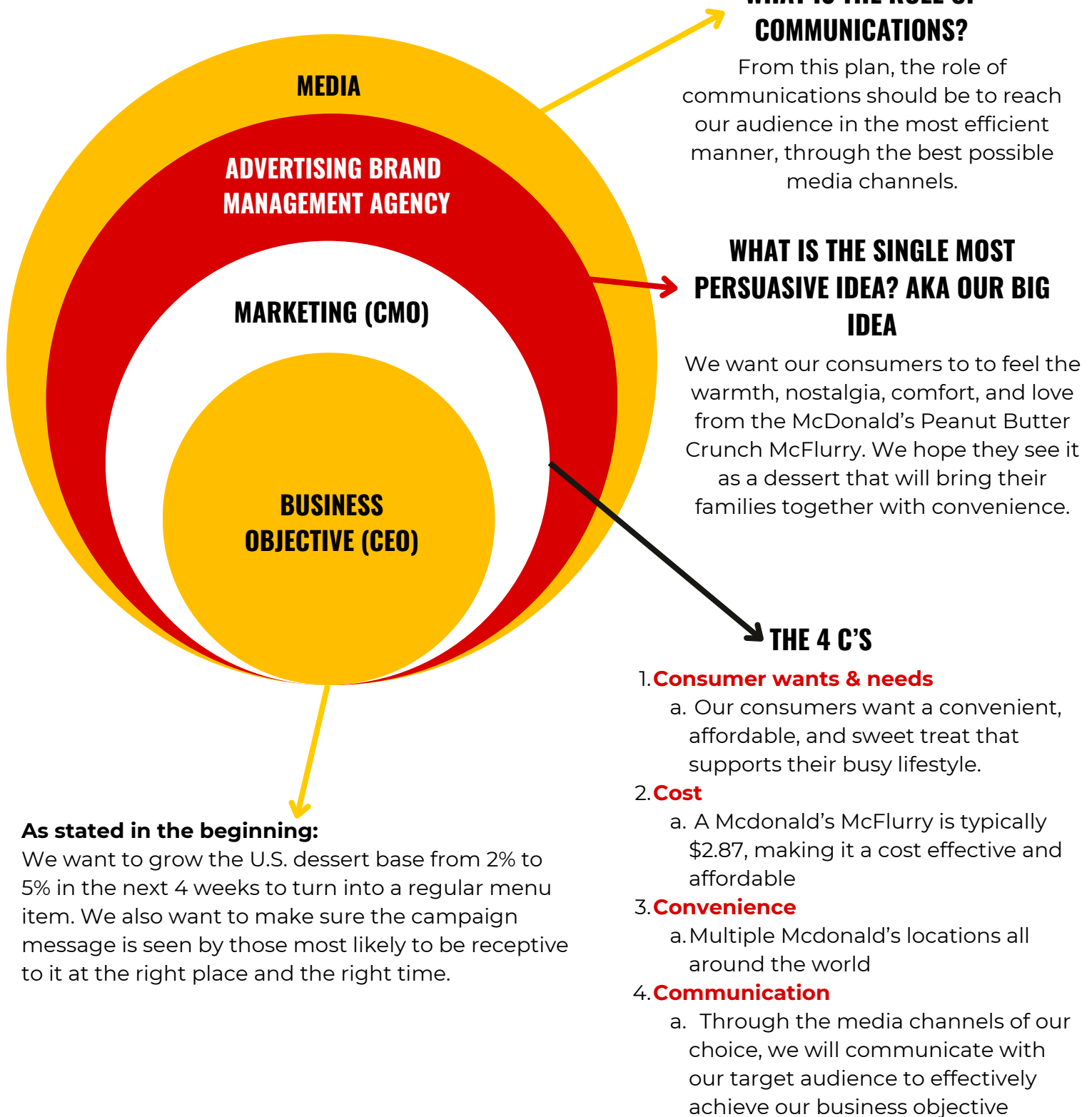
The Grimace Insight:

**“YOU KNOW YOU MADE IT WHEN YOU
WERE INVITED TO A MCDONALD’S
BIRTHDAY PARTY”**

Our Insight:

***IT’S NOT A MCDONALD’S MEAL
WITHOUT A MCFLURRY.***

BUILDING UP FROM THE BUSINESS OBJECTIVE



SWOT ANALYSIS

STRENGTHS

- loyal consumers
- variety in products
- convenient
- global brand recognition

WEAKNESSES

- unhealthy options
- dependence on franchises
- quality control issues

OPPORTUNITIES

- diversify menu
- more nutritious options
- coupons and rewards

THREATS

- competition fast food restaurants
- fluctuating costs of inputs

COMPETITOR INSIGHTS

LOOKING AT **McDONALD'S McFLURRY**, **DAIRY QUEEN BLIZZARD**, and **WENDY'S FROSTY** AND HOW THEY COMPARE WITH THE McFLURRY



McDonald's

- Less add-ins
- Cheaper than a Blizzard
- Higher calorie content than both Dairy Queen and Wendy's



Dairy Queen

- Many mix-ins
 - Cookies, Cake, Candy, Syrup
- Allows for the customization of your own signature treat
- Many different sizes



Wendy's

- No mix-in option
- Has vanilla, chocolate, and seasonal flavors

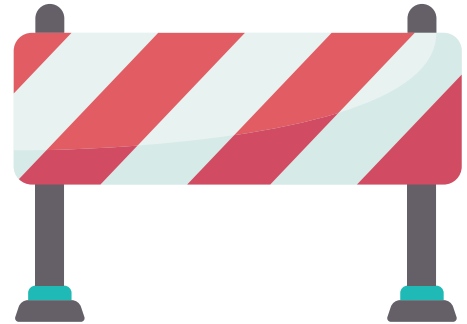
CUSTOMER DECISION JOURNEY



1. **Awareness:** When a potential customer is hungry and craving something to satisfy their sweet tooth.
2. **Interest:** We want them to decide to honor their cravings and look for options.
3. **Decision:** We hope to get people to decide to come to McDonald's.
4. **Action:** We want customers to make a purchase ultimately.

BARRIERS

- Sold for a limited time & only available at specific locations
- Peanut allergies & lactose intolerance
- Higher caloric value, not a sustainable everyday treat



DRIVERS

- Craving for the texture and taste appeal of the product
- Convenience and accessibility of price and location
- Strong brand presence and reputation



MEDIA INSIGHT

**GET MILLENNIALS TO ENGAGE WITH McDONALD'S
AND RECOGNIZE THE BRAND AS A COMFORTING
AND NOSTALGIC PRESENCE BY REACHING THEM
WHEN THEY ARE LOOKING FOR A SWEET,
CONVENIENT, COST EFFECTIVE TREAT THAT WILL
LEAD TO A FUN EXPERIENCE SPENT WITH THEIR
LOVED ONES.**

We are looking to target our audience at a time where they are looking for a sweet treat that triggers a warm, nostalgic feeling for them. With this we want them to think to McDonald's as a quick, convenient, affordable place to indulge in dessert. We know that there are other outlets for this want such as Dairy Queen and other QSR's, but we want McDonald's to be at top of mind.

FROM

McFlurry being a secondary menu item that isn't often purchased.

TO

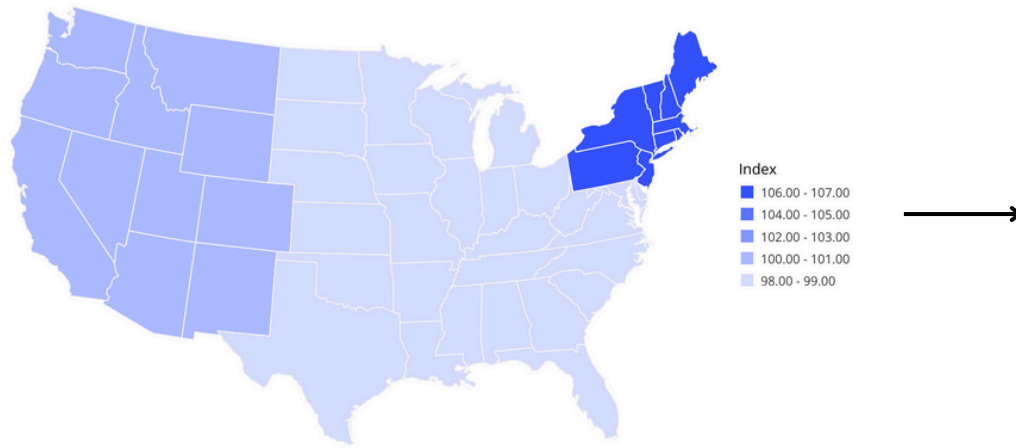
Get McFlurry to be a well known and crave-able dessert that brings people to McDonalds.

BY

Connecting with our audience, evoking feelings of nostalgia, and referring to McDonalds brand truths.

TARGET AUDIENCE AND INSIGHTS

WHERE IN THE U.S. THEY LIVE...



This diagram of the United States allows us to understand which regions of the U.S. our audience resides in

WE ALSO LEARNED....

- 53% of 25-34-year-old women purchase frozen treats from restaurants **MORE THAN** other age groups (Mintel)
- 31% of 25-34-year old women are **MORE LIKELY** to purchase milkshakes and package-ready ice cream (Mintel)
- 78.9% of these people value financial security, 81.9% find family to be important to them, and 76.8% value a positive attitude



AND...

Wieden + Kennedy discovered a new way for McDonald's to connect with their customer through fan truths. "It's the warmth, the familiar, the inviting, the approachable, the things that are commonly understood." (WARC)

Meet Lindsay Hughes



Age: 35

U.S. Region: North East

Socioeconomic Status: Upper Middle Class

Relationship Status: Married

Archetype: The Thrifty Parent



42.4% are
between 25-45



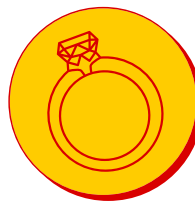
55% have
a dog



52.4% are
women



48.8% live in
the suburbs



44% are
married



35.3% have
high incomes

Behavior & Habits

- She spends time looking for good deals and researches products before purchase
- Finds it important to utilize discounts and rewards programs
- Has many applications downloaded on her phone
- She purchases many snacks for her kids
- She enjoys indulging in a sweet treat and allows her kids to as well

Brand Goals & Discovery

- Typically discovers brands from television, social media or word of mouth
- Wants brands to be reliable and authentic
- Loyal to brands that she trusts

Brands & Platforms

CVS
pharmacy

W

a



Media Attitudes

I am comfortable with my apps tracking me	<div><div></div></div>
I am confident using new technology	<div><div></div></div>
I am using social media less than I used to	<div><div></div></div>
I buy new tech products as soon as they are released	<div><div></div></div>
I feel in control of my personal data online	<div><div></div></div>

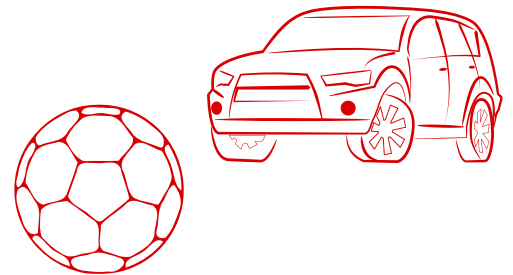
Lindsay Hughes is a family-oriented, **35-year-old woman** living with her husband, kids, and dog. She used to work full-time as an HR professional but since the pandemic, she **works fully remote** from home. She lives in an **upper middle-class suburban neighborhood** and values spending time with her family, being financially secure, and having a positive attitude. Lindsay frequently **purchases ice cream** for her and her family to enjoy and they also enjoy trips to McDonald's on a weekly/monthly basis. **She subscribes to McDonald's "fan truths"**, enjoying a familiar and inviting brand. While she does enjoy a sweet treat, she still values her health. Lindsay tends to **value convenience** and eat on the go a lot. A majority of her media consumption comes from **Mobile and TV usage**. For Lindsay, discovering brands usually comes about by seeing an ad on TV and she prefers bigger brands that offer **discounts and deals**.

A Day in the Life: Customer Decision Journey



After a long, tiring, day of work Lindsay goes to pick up her three children from soccer practice.

They jump into the car full of energy asking for a dessert when they get home.



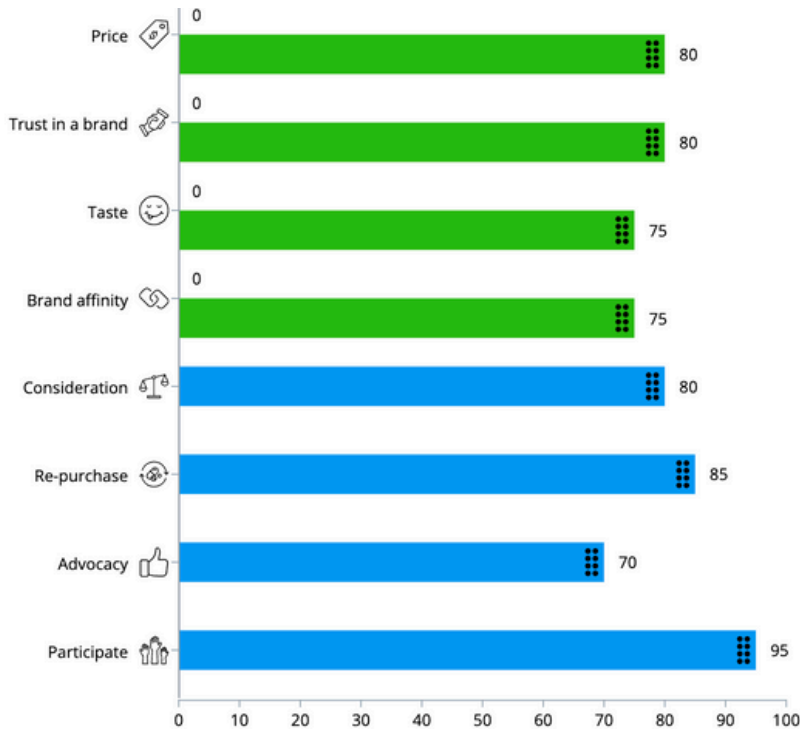
Having just run out of ice cream in their freezer, Lindsay decides to stop at their local McDonald's when passing it on the way home.

Her kids see the sign for the new "Peanut Butter Crunch McFlurry" and beg Lindsay to let them try it. Looking to satisfy her kids wants with a cost effective dessert, she says yes and orders three of the snack size Peanut Butter Crunch McFlurry for her kids, and one for herself as well.



COMMSPOINT BREAKDOWN

TASK PROFILE:



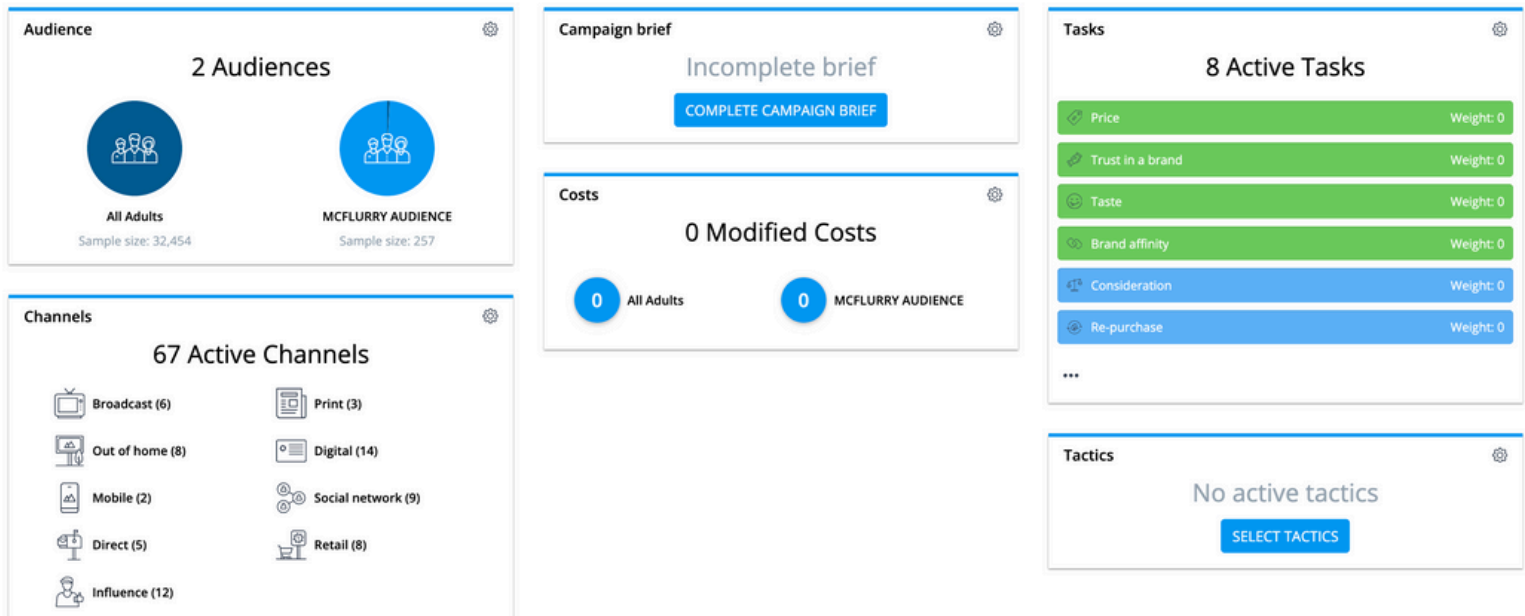
The different bar lines that correspond with the messages and strategies chosen for our audience describe the importance of each of these qualities to our consumer based on our recommendation.

Our chosen messages include: price, trust in a brand, taste, and brand affinity.

Our chosen strategies include: consideration, re-purchase, advocacy, participate.

COMMSPOINT PAGE:

MCFLURRY



Our Commspoint page shows our different messages, strategies, channels, and audiences for our McFlurry recommendation. This information was later used and transformed to create the information seen in the following pages of this document.

CHOOSING MESSAGE + STRATEGY - COMMSPOINT

Price ✓

MESSAGE:

Fun

High quality

Trust in a brand ✓

Price: Price is important for the target audience as they are someone who looks to find the best deals when making purchases; couponing is also very important to this audience

Detailed information

Trust in a brand: The McFlurry audience is very loyal to the brands they love and trust and will continue to go back depending on how these values stand true in the brand

Customer service

Taste: Our McFlurry audience loves to cook but also enjoys eating out so the food tasting good is a priority for them

Taste ✓

Brand affinity ✓

Brand affinity: The McFlurry audience wants brands to be reliable and authentic so brand affinity is an important message for this audience

Reviews and opinions

Awareness

STRATEGY:

Consideration ✓

Consideration: The target persona for the McFlurry takes time to research their purchases before deciding to engage in them thus making consideration an important strategy to consider

Where to buy

Personalization

Re-purchase: Since our target is loyal to their brands repurchase is an important strategy so that they will come back to purchase the product again

Trial

Re-purchase ✓

Advocacy: The McFlurry audience frequently learns about near brands due from word-of-mouth and social media so advocacy for the brand is of high priority

Usage experience

Share information

Participate: Having an authentic brand to follow after is in important part of how our audience will participate with the brand and since they are looking for a brand they can trust they want participation in their purchase

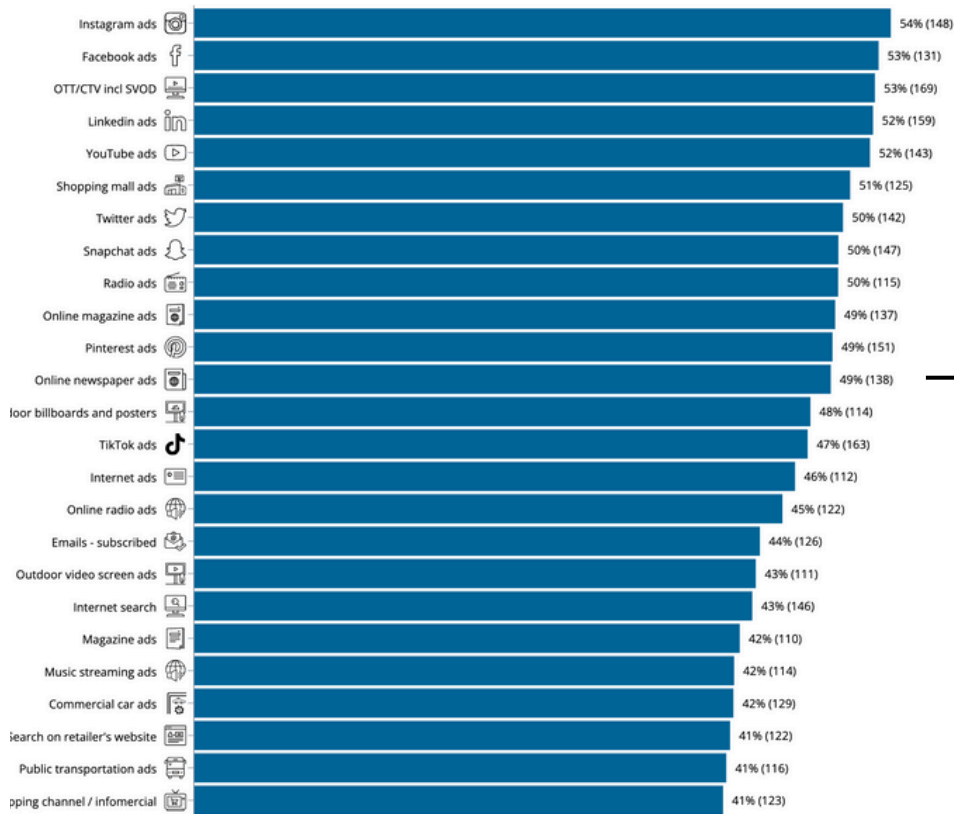
Advocacy ✓

Inspire with ideas

Participate ✓

Tune in

COMMSPOINT BREAKDOWN

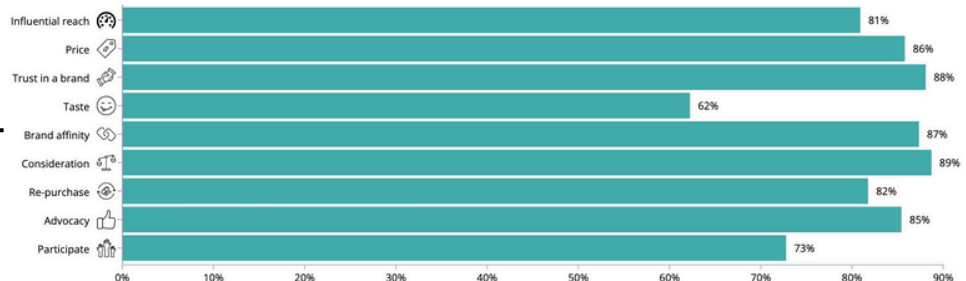


CHANNEL RANKING:

The top channels where placing ads would be most effective are Instagram, Facebook, OTT, and LinkedIn.

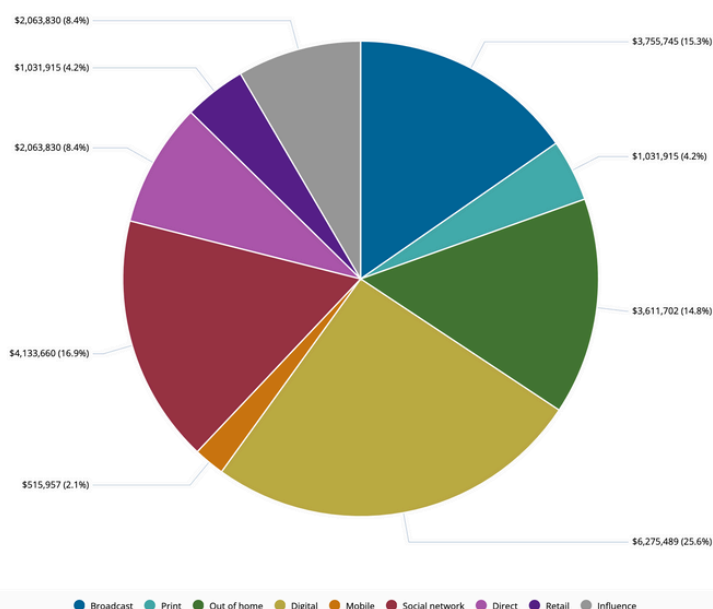
EFFECT REPORT

88% of our target audience believe trust in a brand is important, 87% in brand affinity, and 89% in consideration.



BUDGET OVERVIEW

With our \$25 million budget, Commspoint allowed us to find monetary allocations for each of these different channel categories.



GWI

OUR BASE:

We first started by targeting McDonald's as a brand/QSR. We wanted to specifically look at customers that visit weekly or monthly to track the habits and behaviors of longer standing and a more consistent customer base.

Our campaign targeted the US so we put a qualifier on to ensure the only results we gathered would be from there.

We wanted to segment our audience by gender to better refine our target persona.

We added in age groups instead of all ages to track behaviors generationally rather than by individual years. This allowed for us to come up with our persona archetype and the information behind her.

Including the quantifier or purchasing ice cream in the last month allowed us to track our consumer base that are not only regular McDonald's users but also would be excited to try the new McFlurry!

Datasets GWI Core Waves Q4 2022, Q1 2023, Q2 2023, Q3 2023

Quickly add: Alcohol: Beer / Lager + Gender + USA Convenience Brands / QSRs + Age (Groups) +

Alcohol: All Categories + +

☐ Include people with Any of these attributes Data points 1/45 Options 2/2

☐ OR USA Convenience Brands / QSRs » McDonald's » Monthly ×

☐ OR USA Convenience Brands / QSRs » McDonald's » Weekly ×

Add more attributes +

AND ☐ OR

☐ Include people with Any of these attributes Data points 1/53

☐ OR Country » USA ×

Add more attributes +

AND ☐ OR

☐ Include people with Any of these attributes Data points 3/3

☐ OR Gender » Male ×

☐ OR Gender » Female ×

☐ OR Gender » Other Gender (Select Markets Only) ×

Add more attributes +

AND ☐ OR

☐ Include people with Any of these attributes Data points 5/5

☐ OR Age (Groups) » 16 to 24 ×

☐ OR Age (Groups) » 25 to 34 ×

☐ OR Age (Groups) » 35 to 44 ×

☐ OR Age (Groups) » 45 to 54 ×

☐ OR Age (Groups) » 55 to 64 ×

Add more attributes +

AND ☐ OR

☐ Include people with Any of these attributes Data points 1/26 Options 1/3

☐ OR Minor Purchases: Groceries » Ice cream » Purchased in Last Month ×

Add more attributes +

Add new group + Save audience

WAVE BREAKDOWN

We wanted to verify the audience size before moving forward. Our wave breakdown looked very realistic for the audience size we were looking to target.

This represents approximately **65.36M** real-world people and accounts for **2.5% of the population** for the selected waves and locations.

Breakdown by waves



Waves breakdown

INSTANT INSIGHTS

Persona Identity: Mobile Dependents

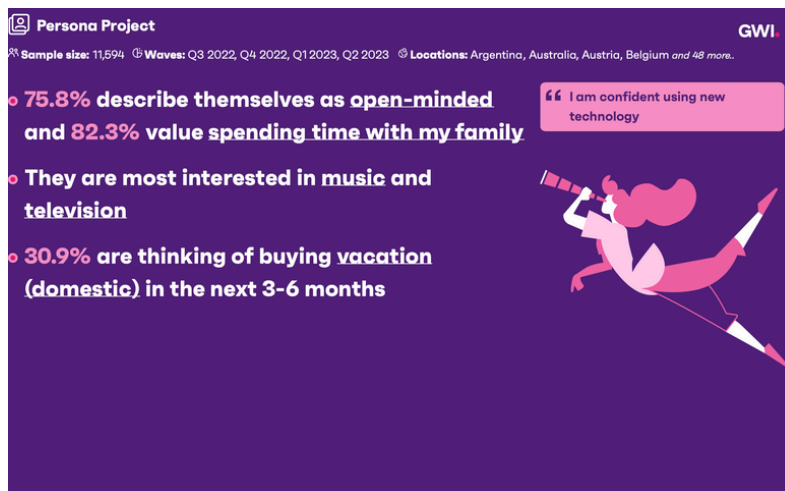
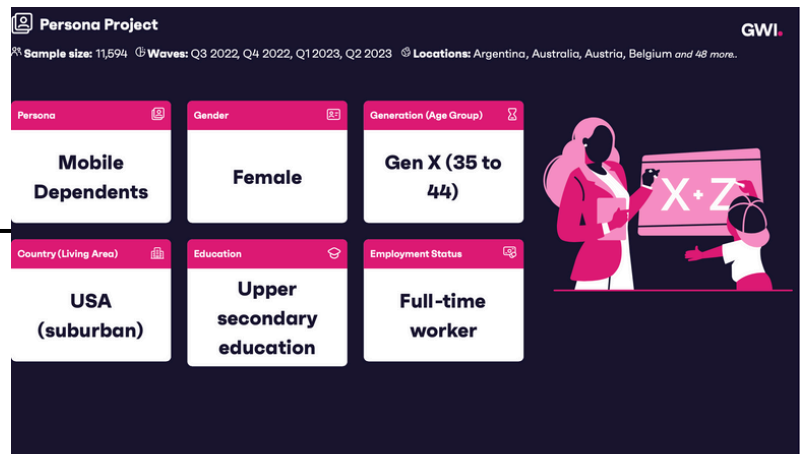
Gender: Female

Generation: Gen X

Country: USA (suburban)

Education: Upper Secondary Education

Employment: Full-Time Worker



I AM CONFIDENT USING NEW TECHNOLOGY

Open-Mindedness: 75.8%

Interested in: Music & TV

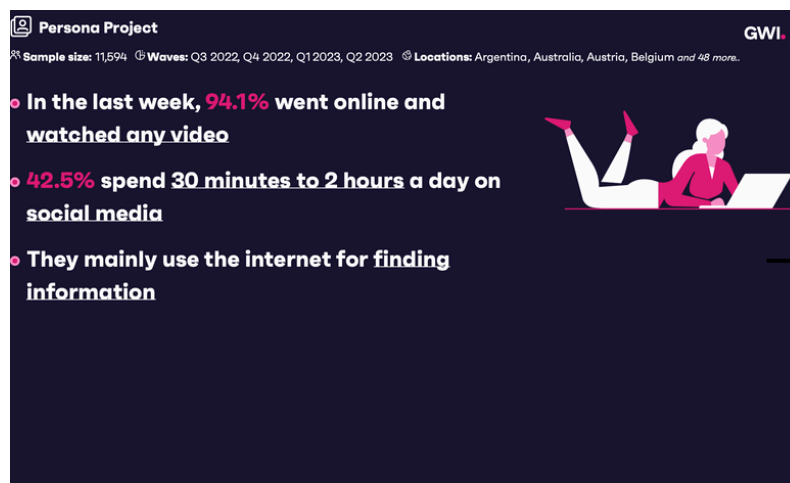
Vacation Plans: 30.9%

I SPEND TIME LOOKING FOR THE BEST DEALS

Brand Discovery: TV Ads

Customer Feedback: Very Important

Social Media: Facebook

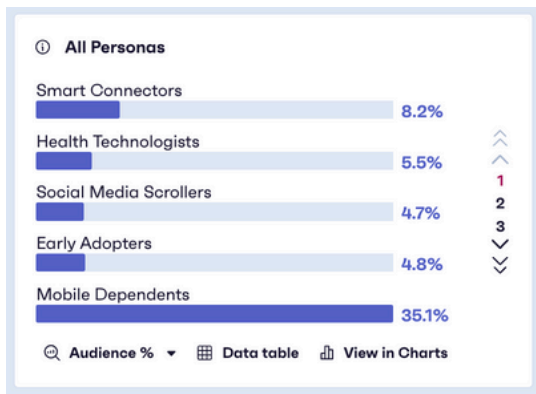


INSTANT INSIGHTS

Watched A Video: 94.1%

Spend 30min-2h on Socials: 42.5%

Finding Information: The Internet

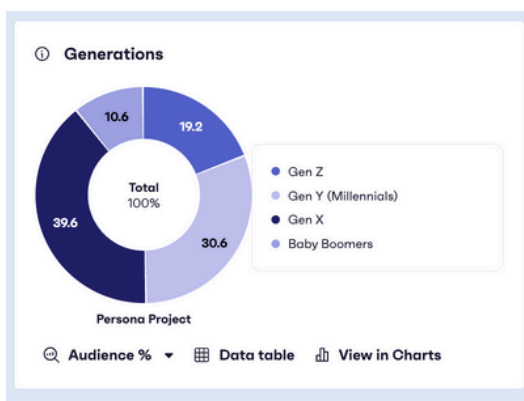
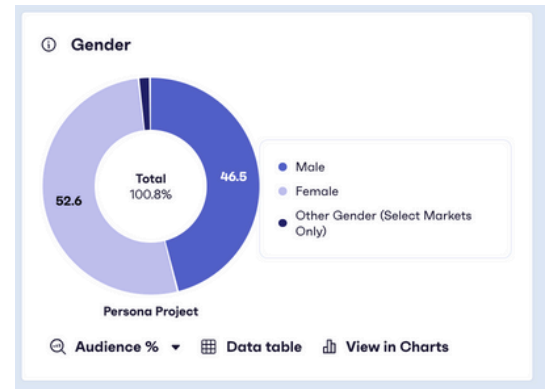


ALL PERSONAS

The majority of our audience describes themselves as mobile dependents. We want to keep this in mind when creating our recommendation so we are placing our ads in the correct spaces.

GENDER

Our audience is made up of 52.6% females, making them the target of our campaign.

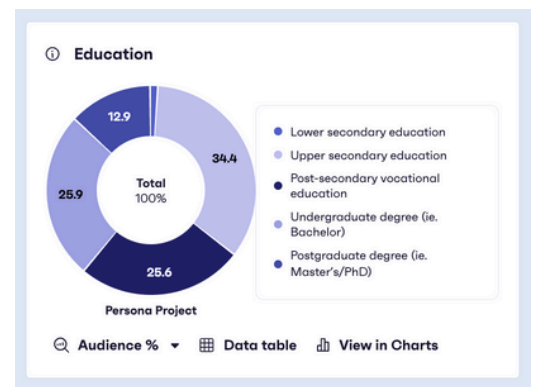


GENERATIONS

The majority of our audience falls in Gen X, making them fall between the age ranges of 43 & 58. However, based on our research we decided to go with our second most popular generation, Gen Y or Millennials. This generation will better fit the ideas and attitudes of our campaign.

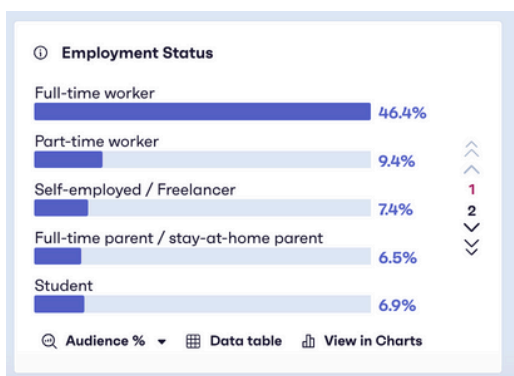
EDUCATION

The majority of our audience has surpassed secondary education. However, the main group we are wanting to target is individuals that have completed, at a minimum, their undergraduate or bachelor degree.



EMPLOYMENT STATUS

Our audience is almost entirely made up of full-time workers. This data made it easy to revolve our campaign around.



ATTITUDES

Our audience is very comfortable with technology. Specifically we want to target tech users that describe themselves as very confident. For our campaign, and the way we have looked at targeting our audience, it is also important to feel in control and comfortable with apps tracking them.



AUDIENCES - GWI

Attributes	Data point %	Universe	Index	Responses	Audience %	0%	25%	50%
USA								
Multi-Market Convenience Brands / QSRs McDonald's (Weekly, Monthly)	100%	102.6M	100	27.2k	499%			
USA Convenience Brands / QSRs McDonald's (Weekly, Monthly)	100%	102.6M	100	27.2k	499%			
Age (Groups) 16 to 24	100%	37.8M	100	6k	18.3%			
Age (Groups) 25 to 34	100%	46.9M	100	10.7k	22.8%			
Age (Groups) 35 to 44	100%	42.1M	100	12k	20.5%			
Age (Groups) 45 to 54	100%	38.7M	100	11.7k	18.8%			
Age (Groups) 55 to 64	100%	40.2M	100	14.3k	19.5%			

Our two main age groups that we were deciding between were Gen X (43-58) and Gen Y (27-42). When we refined our search to add individuals that had purchased ice cream over the past month, we found that Gen Z would be a more prominent audience for the McFlurry.

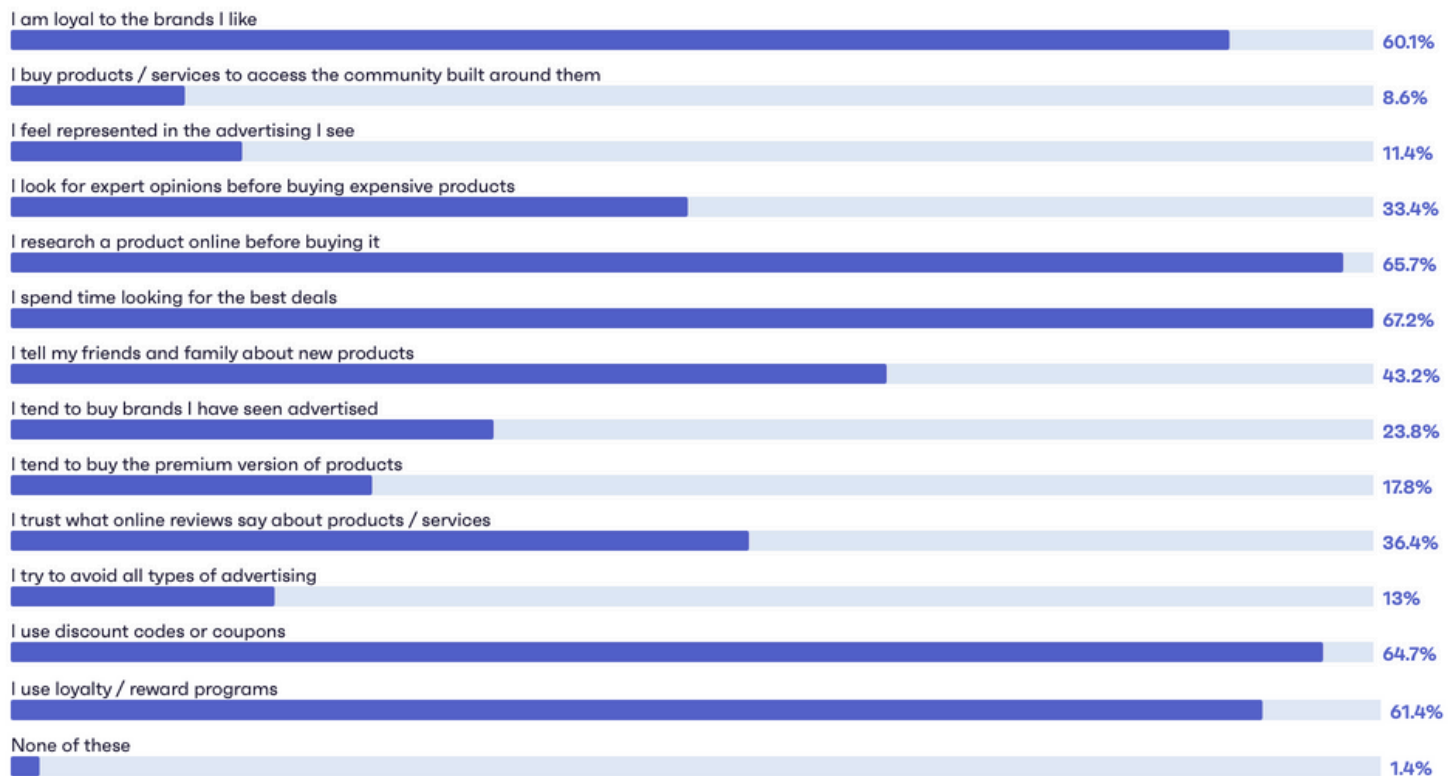
SOCIAL MEDIA



Social Media is a means of connection for our audience. We wanted to see their habits to learn how best to target this audience. In past research we found Instagram and Facebook to be major forms of communication. Looking at possible influencer marketing, we found the majority of our audience follows: actors, comedians and other personalities, TV shows or channels, bands and singers, and other influential figures in the media today. Because of this, influencer marketing would be very beneficial and was a part of our recommendation. Along with this, 94.1% watched a video online within the last week. TikTok, Instagram Reels, and Facebook Reels are important places to air our content. Finally, we can see the media consumption segmentation. Because our audience are such active users, we are able to target them in many different ways.

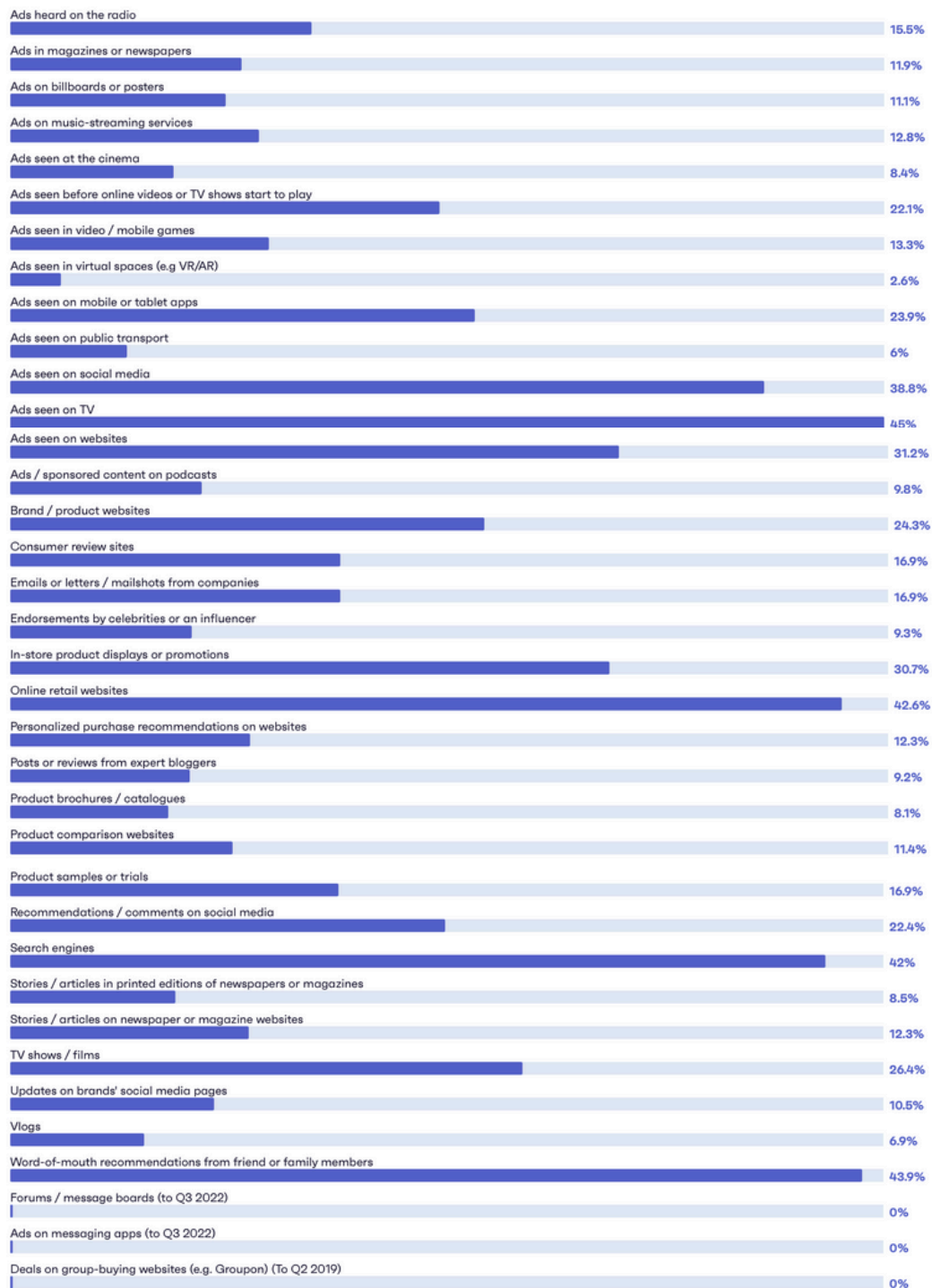
ATTITUDES

Attitudes: Brand Relationships



Looking at brand relationships was very important, especially in relation to our Commspoint. Through this, we found our audience is very loyal to the brands they like, which is important with McDonald's overarching brand truth and fan relationships to the brand. They research a product online before buying it and spend time looking for deals, which will make reviews and word-of-mouth important along with our normal advertisements. The major takeaway for our team is related to the high statistics revolved around discount codes and coupons, and the use of loyalty and reward programs. The McDonalds app is the highest downloaded app created by a QSR with consistent deals, releases, and notifications sent to their users. These statistics will help to drive our campaign especially with in-app advertisements.

Brand Discovery



This focused on brand discovery. Although McDonald's is a well-known brand and already has a loyal customer base, they are launching a new product so we wanted to see how our target audience approached brand discovery. Clearly, the highest performing paid media insights are from advertisements seen on TV, those on social media, retail websites and search engines. However, we want our campaign to be cross-functional and able to have the greatest impact. Word-of-mouth recommendations from friends and family members are the overall second-highest grossing insight. Given that we want our campaign to create the highest reach while balancing out the cost, it is important that we play to this insight and use it carefully in our recommendation.

MOMENTS OF RECEPTIVITY

THIS IS ULTIMATELY, THE KEY TO UNDERSTAND THE CUSTOMER'S MINDSET AND PREFERENCES AT A GIVEN MOMENT.

POST ACTIVITY CRAVING PROMOTIONAL OFFERS CRAVING FOR SOMETHING SWEET LIMITED TIME OPTIONS

We will place our ads after the standard work day (after 5pm) where parents are engaging with their children after both of their busy days. It is a very common trait to desire a dessert at the end of the day, and that is when we are working to target our audience to head to McDonald's for a Peanut Butter Crunch McFlurry. With this being said, we will be having OOH ads on main roads where parents may be driving home from work or picking up their children from an after school activity.

MEDIA OBJECTIVES & COMMUNICATIONS STRATEGY

GOAL

Our goal is to grow U.S. dessert base from **2% to 5%** in the next **4 weeks** to turn the Peanut Butter Crunch McFlurry into a regular menu item.

WHY?

By targeting the “thrifty parent”, we will be able to reach a large audience including both adults and children that will aid in increasing the U.S. dessert base. McDonald’s already has a strong consumer base but we are adamant in implementing new strategies to captivate and motivate our audience through strategic media placement.

HOW?

We are going to achieve our goals by targeting our audience at the right place and the right time with the right mediums. Our three top platforms are Digital, Social, and Out of Home. With these different types of advertising we will be able to show our target audience how they can connect with McDonald’s Peanut Butter Crunch McFlurry as a convenient, cost effective, sweet treat for the whole family to enjoy.

COMMUNICATIONS PLAN

OUT OF HOME

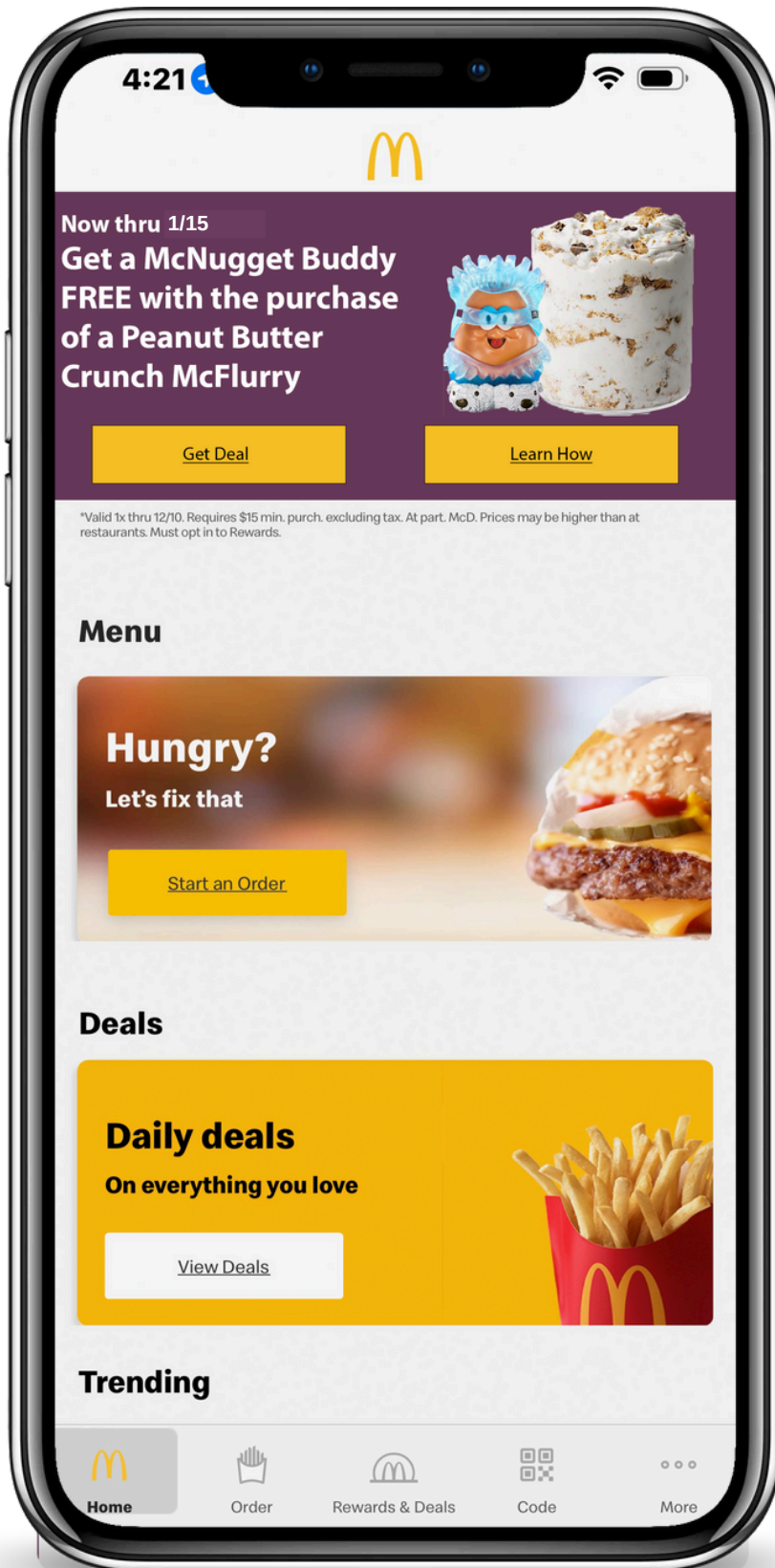
Utilizing what we learned about AI services through one of our inspiration breaks, we have decided to flesh out an AI idea that brings the Peanut Butter Crunch McFlurry to life! Experience what it is like to build your own McFlurry and have it broadcasted on the billboard you scan it from. Design your own cup, crush your ingredients, and upload your McFlurry to get some McRewards!



UPLOAD YOUR FINISHED McFLURRY AND SEE IT POSTED ON BILLBOARDS THROUGHOUT THE US!

IN-APP PROMOTION

*"The major takeaway for our team is related to the **high statistics revolved around discount codes and coupons, and the use of loyalty and reward programs.** The McDonald's app is the highest downloaded app created by a QSR with consistent deals, releases, and notifications sent to their users. These statistics will help to drive our campaign especially with in-app advertisements." (Slide 25)*



McNugget Buddies are back after a 25 year hiatus and will be available starting December 11th, 2023 (People, 2023)

By using an in-app promotion similar to this one, we want to create an incentive for our target audience to buy a Peanut Butter Crunch McFlurry than using nostalgia, encouraging our "thrifty parents" to stop for a sweet treat and enjoy time with their families.

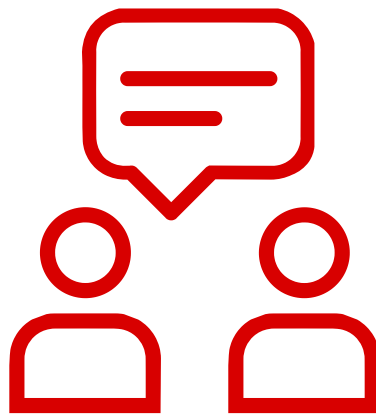
INSTAGRAM AND FACEBOOK POSTS



Facebook and Instagram have massive user bases, with billions of active users. This provides a vast audience for advertisers to reach, increasing the chances of finding potential customers, particularly our target audience. Advertisements can appear in users' feeds, making them more likely to be noticed. Additionally, users can like, share, and comment on ads, providing opportunities for increased visibility and interaction.

WORD-OF-MOUTH

From analyzing our target persona we were able to find that our target audience finds a lot of recommendations and information through word-of-mouth. We feel that word-of-mouth can contribute to our promotion of the Peanut Butter Crunch McFlurry because our audience may speak to other adults about the convenient, cost effective treat or have communication with it from social media.

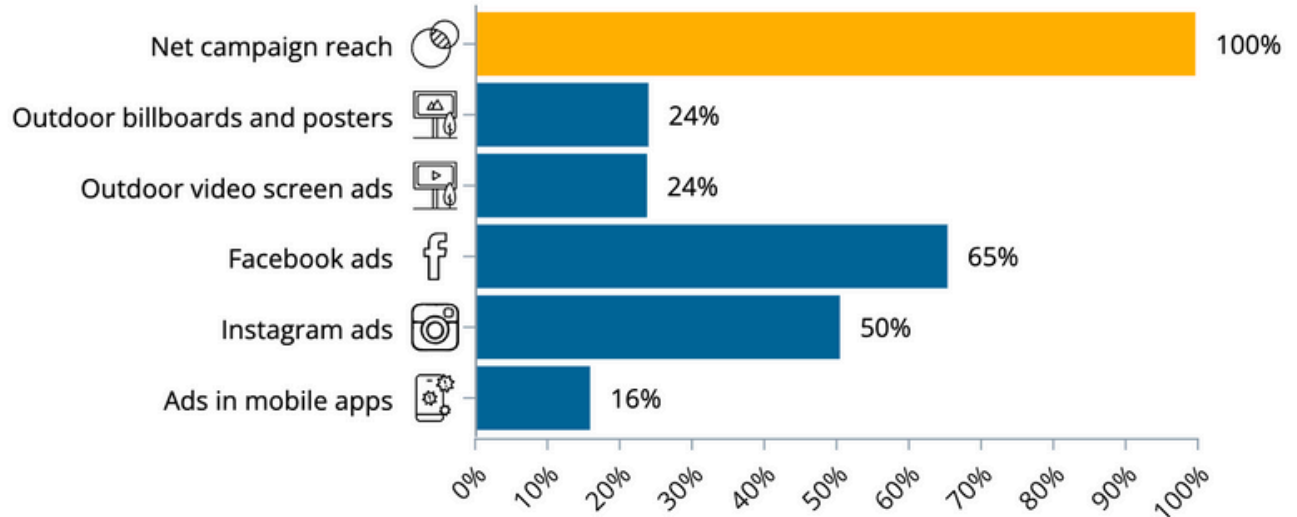


MEASUREMENT PLAN

OBJECTIVE	MEDIA	KPI	MEASUREMENT
AWARENESS	Facebook Instagram OOH Digital	Views Impressions Social Sharing Mentions	Facebook Analytics Instagram Analytics In-App Analytics
CONSIDERATION	Consumer Opinion Website/App	Views Link clicks	Google Analytics Google Adwords
PURCHASE	Search McDonalds App	Click-through Rate Cost-per-click	Google Analytics Facebook Analytics

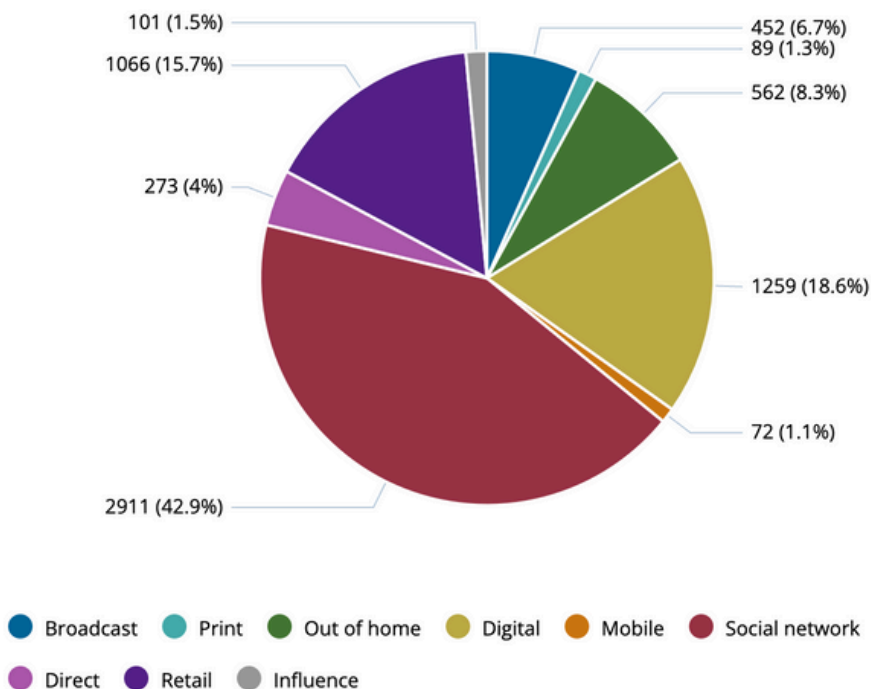
REACH REPORT

Reach Report (PB McFlurry Plan - MCFLURRY AUDIENCE)



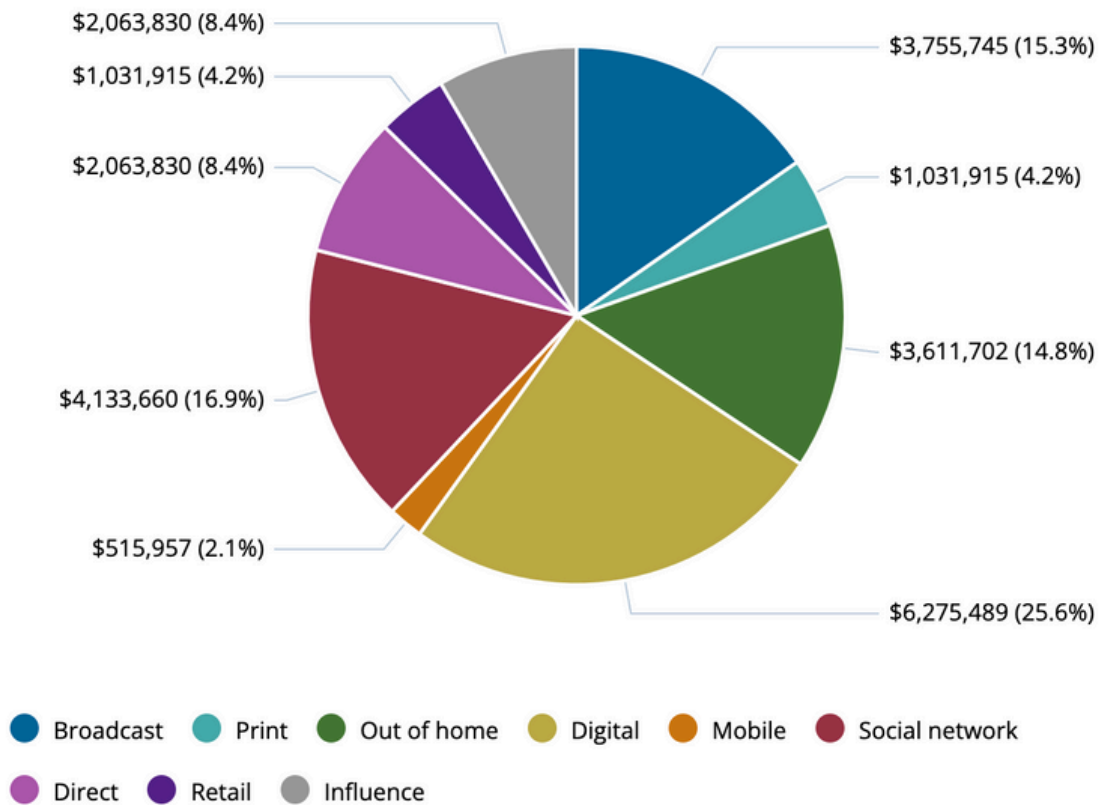
GRP OVERVIEW

GRPs Overview - Channel Group (PB McFlurry Plan - MCFLURRY AUDIENCE)

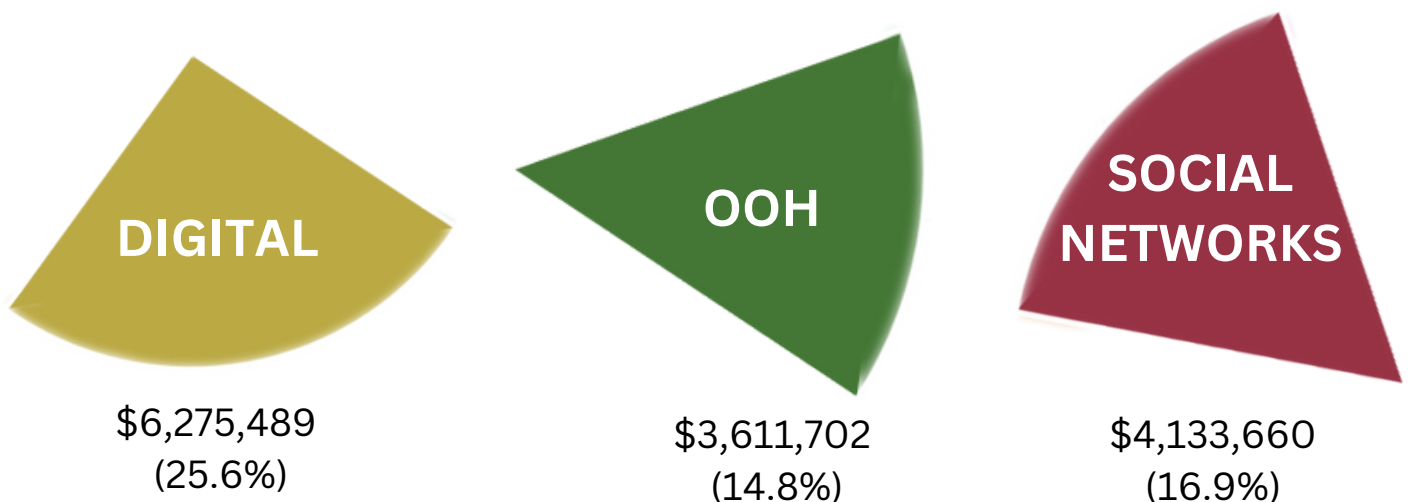


BUDGET ALLOCATION

Budget Overview - Channel Group (PB McFlurry Plan - MCFLURRY AUDIENCE)



In choosing the mediums we would focus on the most for our campaign, we found three mediums to be especially important: Out of Home, Digital, and Social Networks.



CONCLUSION

- Within four weeks, we aim to boost sales and expand our market presence by establishing the McDonald's Peanut Butter McFlurry as a permanent menu item. We aim to appeal specifically to millennials, branding the product as a comforting and nostalgic, affordable, and convenient treat, offering a satisfying solution for your cravings.
- Targeting the demographic of "budget-conscious parents" allows us to engage a diverse audience, including both adults and children, fostering the growth of the U.S. dessert customer base. Despite McDonald's already having a strong consumer following, our dedication lies in introducing innovative strategies to captivate and inspire our audience, strategically deploying media to accomplish this objective.
- We will accomplish our objectives by strategically reaching our audience through the most effective channels at the optimal times. Our primary platforms include Digital, Social, and Out of Home advertising. Utilizing these diverse mediums, we aim to demonstrate to our target audience how they can embrace the McDonald's Peanut Butter Crunch McFlurry as a convenient, affordable, and delightful sweet treat suitable for the entire family.

APPENDIX

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What type of frozen treats have you purchased from a retail store in the past six months? . Mintel Portal | Log in. (n.d.-e). <https://data.mintel.com/databook/1157875/#S2>

Where have you purchased frozen treats in the past six months? . (n.d.). <https://data.mintel.com/databook/1157875/#S1>

APPENDIX

Commspoint- Mcflurry Audience

Who are any (OR) ▾	Used an app or website to order takeout food (Just Eat, Seamless, Grubhub etc.)
	Done in last 30 days X
	Done in last 12 months X
AND	
Who are any (OR) ▾	Used an app or website to buy goods from an internet retailer (e.g. Amazon, Zappos etc.)
	Done in last 30 days X

We wanted to focus on consumers that have ordered on fast food delivery sites like UberEats and Grubhub to target them with our ads.

We also wanted to look at the consumer behaviors to find the best way to target and match them where they are now. TV advertisements that are entertaining tend to stick with our consumer, and with our audience spending so much time online we want to focus on making our campaign interesting and shareable. The insights on discounts and coupons is very important so we are able to cater to our consumers.

Filters		NEST FILTERS	CLEAR
AND			
Who are any (OR) ▾	It is important to buy the brand I like regardless of price		
	Somewhat Agree X		
	For me, advertising on TV is amusing		
	Mostly Agree X		
	I often cut out discount coupons to use when shopping		
	Mostly Agree X		
	I rely on the Internet to communicate with friends and family		
	Somewhat Agree X		
	Clipping or saving coupons is a waste of time		
	Mostly Disagree X		

Filters		NEST FILTERS	CLEAR
AND			
Who are any (OR) ▾	Visited a supermarket		
	Visited in last 7 days X		
	Visited in last 30 days X		
AND			
Who are any (OR) ▾	Ordered from or ate at a fast food restaurant (e.g. McDonalds, Drive-Thru, delivery)		
	Bought in last 7 days X		
	Bought in last 30 days X		

Putting in the qualifier of 'visited a supermarket' in the last 7 and/or 30 days made our audience a little more broad and allowed us to track different attitudes. Similarly, ordering or eating at a fast food restaurant adds in another layer to build out our audience.

APPENDIX

Commspoint- Mcflurry Audience

AND

Who are any (OR) ▾

Residence

Own House X

AND

Who are any (OR) ▾

Bought candy/confectionary (e.g. sweets, chocolate, lollipops)

Bought in last 7 days X

Bought in last 30 days X

AND

Who are any (OR) ▾

Bought snack foods (e.g. chips, salty snacks, nuts)

Bought in last 7 days X

Bought in last 30 days X

Filters

NEST FILTERS CLEAR

Who are any (OR) ▾

Employment

Yes X

Working full-time or part-time

Full time X

AND

Who are any (OR) ▾

Marital status

Married X

Children under 18 years old

Yes X

123 Amount of children under 18

3 3

Filters

NEST FILTERS CLEAR

Who are any (OR) ▾

Gender

Female X

AND

Who are any (OR) ▾

123 Age

25 44

AND

Who are any (OR) ▾

Age groups

25 - 34 X

35 - 44 X

Education

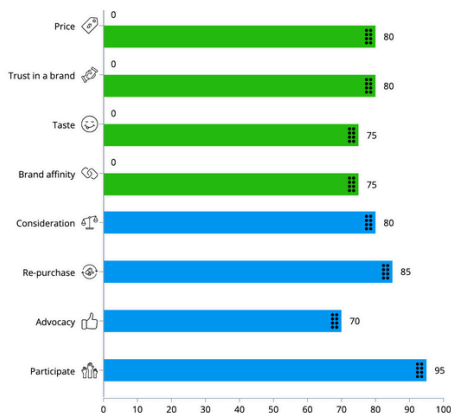
High school graduate-HS diploma or equivalent (GED) X

Focusing on buying sweet treats and snack foods caters to the audience that would purchase a McFlurry.

Based on our persona, we built out our Commspoint to match. This consisted of a married female between the age of 25-44 that has children and is a full time parent.

APPENDIX

TASK PROFILE:

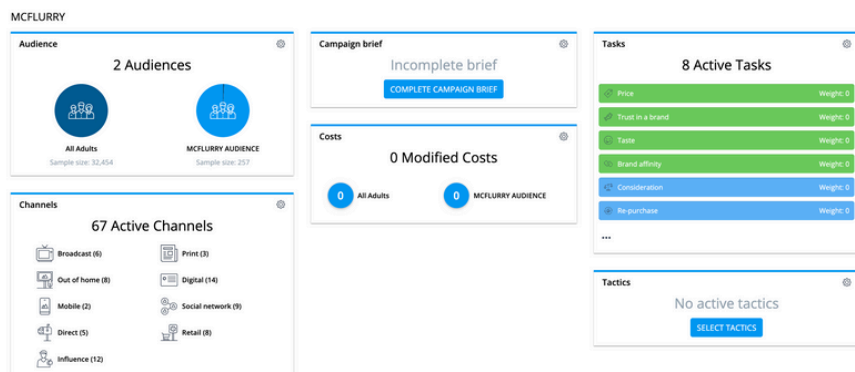


The different bar lines that correspond with the messages and strategies chosen for our audience describe the importance of each of these qualities to our consumer based on our recommendation.

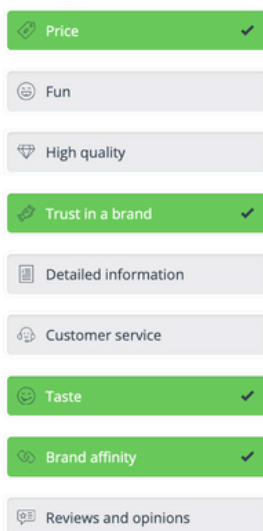
Our chosen messages include: price, trust in a brand, taste, and brand affinity.

Our chosen strategies include: consideration, re-purchase, advocacy, participate.

COMMSPOINT PAGE:



Our Commspoint page shows our different messages, strategies, channels, and audiences for our McFlurry recommendation. This information was later used and transformed to create the information seen in the following pages of this document.



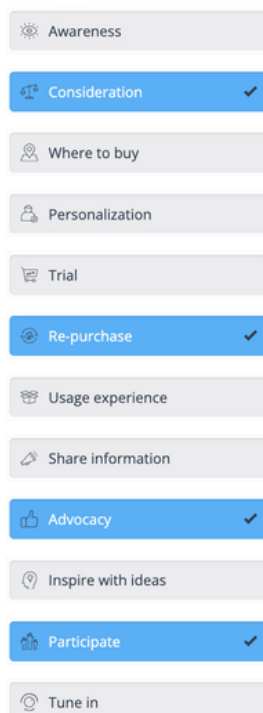
MESSAGE:

Price: Price is important for the target audience as they are someone who looks to find the best deals when making purchases; couponing is also very important to this audience

Trust in a brand: The McFlurry audience is very loyal to the brands they love and trust and will continue to go back depending on how these values stand true in the brand

Taste: Our McFlurry audience loves to cook but also enjoys eating out so the food tasting good is a priority for them

Brand affinity: The McFlurry audience wants brands to be reliable and authentic so brand affinity is an important message for this audience



STRATEGY:

Consideration: The target persona for the McFlurry takes time to research their purchases before deciding to engage in them thus making consideration an important strategy to consider

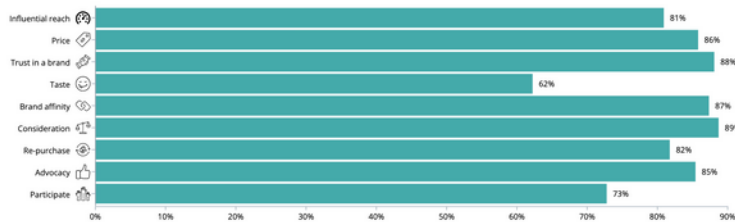
Re-purchase: Since our target is loyal to their brands repurchase is an important strategy so that they will come back to purchase the product again

Advocacy: The McFlurry audience frequently learns about near brands due from word-of-mouth and social media so advocacy for the brand is of high priority

Participate: Having an authentic brand to follow after is in important part of how our audience will participate with the brand and since they are looking for a brand they can trust they want participation in their purchase

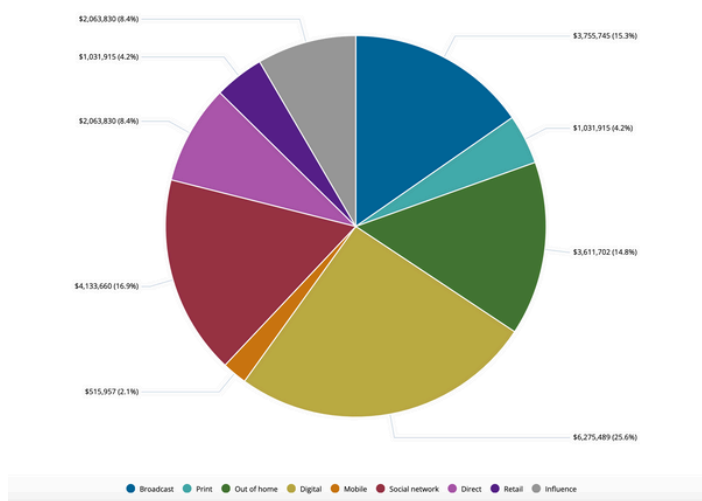
APPENDIX

EFFECT REPORT



88% of our target audience believe trust in a brand is important, 87% in brand affinity, and 89% in consideration.

BUDGET ALLOCATION



With our \$25 million budget, Commspoint allowed us to find monetary allocations for each of these different channel categories.

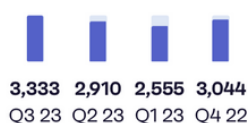
WAVE BREAKDOWN

We wanted to verify the audience size before moving forward. Our wave breakdown looked very realistic for the audience size we were looking to target.

Your audience sample size is **11,842** respondents out of 412,149

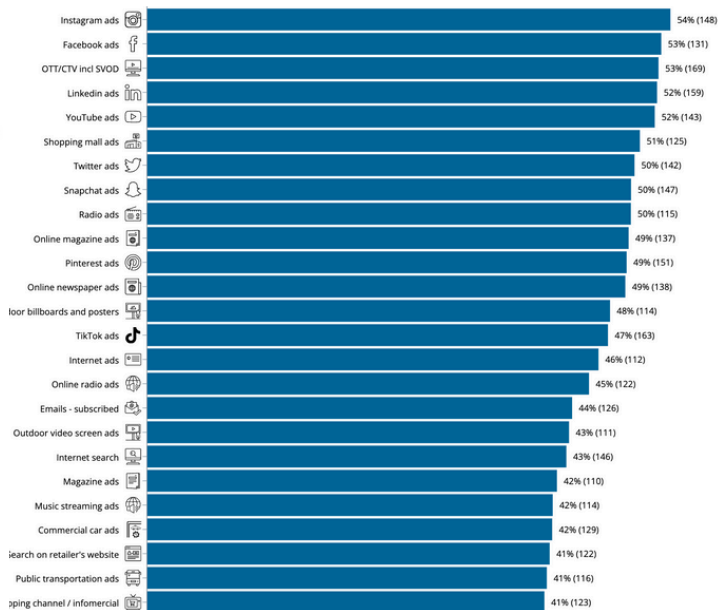
This represents approximately **65.36M real-world people** and accounts for **2.5% of the population** for the selected waves and locations.

Breakdown by waves



Waves breakdown

CHANNEL RANKING:



The top channels where placing ads would be most effective are Instagram, Facebook, OTT, and LinkedIn.

Datasets: GWI Core | Waves: Q4 2022, Q1 2023, Q2 2023, Q3 2023

Quickly add: Alcohol: Beer / Lager + Gender + USA Convenience Brands / QSRs + Age (Groups)

Alcohol: All Categories +

Include - people with Any of these attributes Data points 1/45 Options 2/2

- OR USA Convenience Brands / QSRs = McDonald's = Monthly X
- OR USA Convenience Brands / QSRs = McDonald's = Weekly X
- Add more attributes +

AND OR

Include - people with Any of these attributes Data points 1/53

- OR Country = USA X
- Add more attributes +

AND OR

Include - people with Any of these attributes Data points 2/3

- OR Gender = Male X
- OR Gender = Female X
- OR Gender = Other Gender (Select Markets Only) X
- Add more attributes +

AND OR

Include - people with Any of these attributes Data points 5/5

- OR Age (Groups) = 16 to 24 X
- OR Age (Groups) = 25 to 34 X
- OR Age (Groups) = 35 to 44 X
- OR Age (Groups) = 45 to 54 X
- OR Age (Groups) = 55 to 64 X
- Add more attributes +

AND OR

Include - people with Any of these attributes Data points 1/26 Options 1/3

- OR Minor Purchases: Groceries = Ice cream = Purchased in Last Month X
- Add more attributes +

+ Add new group + Save audience

We first started by targeting McDonald's as a brand/QSR. We wanted to specifically look at customers that visit weekly or monthly to track the habits and behaviors of longer standing and a more consistent customer base.

Our campaign targeted the US so we put a qualifier on to ensure the only results we gathered would be from there.

We wanted to segment our audience by gender to better refine our target persona.

We added in age groups instead of all ages to track behaviors generationally rather than by individual years.

This allowed for us to come up with our persona archetype and the information behind her.

Including the quantifier or purchasing ice cream in the last month allowed us to track our consumer base that are not only regular McDonald's users but also would be excited to try the new McFlurry!

APPENDIX

INSTANT INSIGHTS

Persona Identity: Mobile Dependents

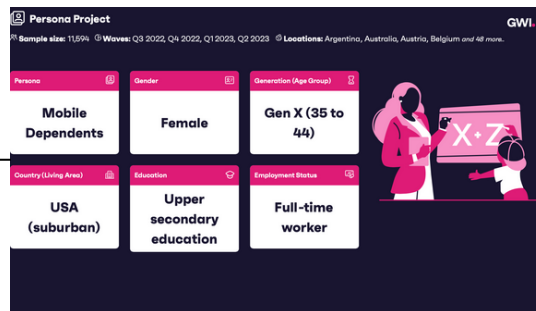
Gender: Female

Generation: Gen X

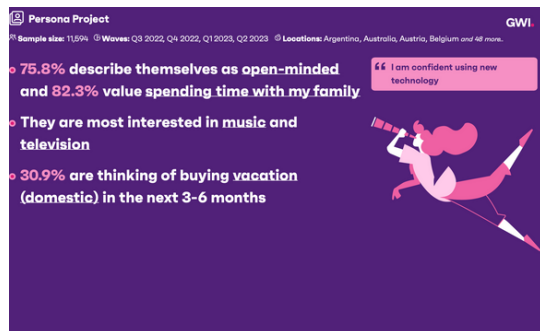
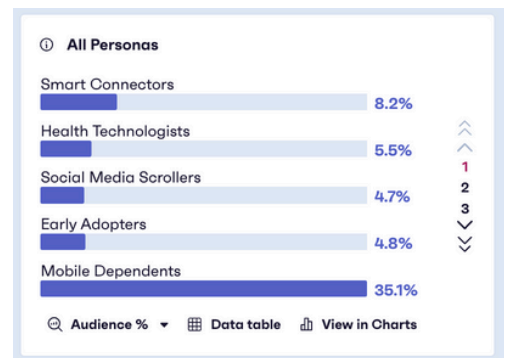
Country: USA (suburban)

Education: Upper Secondary Education

Employment: Full-Time Worker



ALL PERSONAS



I AM CONFIDENT USING NEW TECHNOLOGY

Open-Mindedness: 75.8%

Interested in: Music & TV

Vacation Plans: 30.9%

The majority of our audience describes themselves as mobile dependents. We want to keep this in mind when creating our recommendation so we are placing our ads in the correct spaces.

I SPEND TIME LOOKING FOR THE BEST DEALS

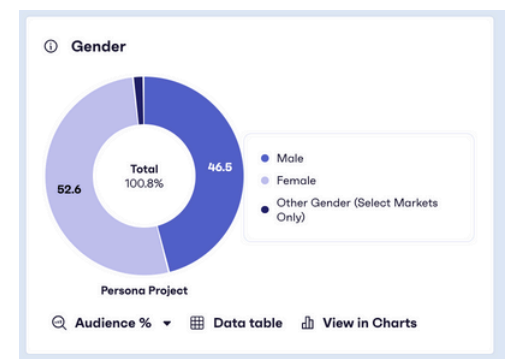
Brand Discovery: TV Ads

Customer Feedback: Very Important

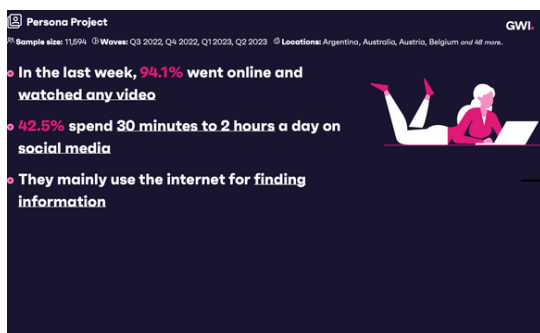
Social Media: Facebook



GENDER



The majority of our audience falls in Gen X, making them fall between the age ranges of 43 & 58. However, based on our research we decided to go with our second most popular generation, Gen Y or Millennials. This generation will better fit the ideas and attitudes of our campaign.



INSTANT INSIGHTS

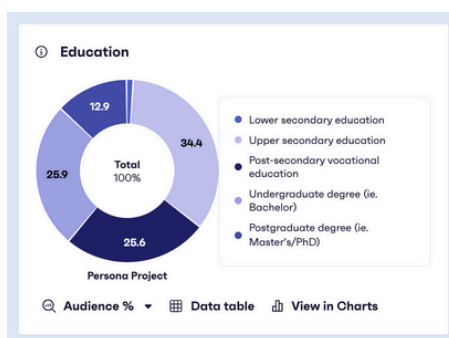
Watched A Video: 94.1%

Spend 30min-2h on Socials: 42.5%

Finding Information: The Internet

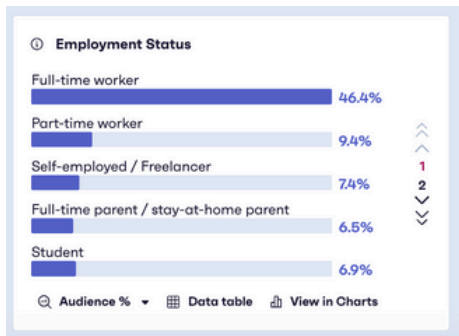
The majority of our audience has surpassed secondary education. However, the main group we are wanting to target is individuals that have completed, at a minimum, their undergraduate or bachelor degree

EDUCATION



APPENDIX

EMPLOYMENT STATUS



Our audience is almost entirely made up of full-time workers. This data made it easy to revolve our campaign around.

ATTITUDES



Our audience is very comfortable with technology. Specifically we want to target tech users that describe themselves as very confident. For our campaign, and the way we have looked at targeting our audience, it is also important to feel in control and comfortable with apps tracking them.

AUDIENCES - GWI

Attributes	Data point %	Universe	Index	Responses	Audience %	0%	25%	50%
USA								
Multi-Market Convenience Brands / QSRs McDonald's (Weekly Monthly)	100%	102.6M	100	27.2k	49.9%			
USA Convenience Brands / QSRs McDonald's (Weekly Monthly)	100%	102.6M	100	27.2k	49.9%			
Age (Groups) 16 to 24	100%	37.8M	100	6k	18.3%			
Age (Groups) 25 to 34	100%	46.9M	100	10.7k	22.8%			
Age (Groups) 35 to 44	100%	42.1M	100	12k	20.5%			
Age (Groups) 45 to 54	100%	38.7M	100	11.7k	18.8%			
Age (Groups) 55 to 64	100%	40.2M	100	14.3k	19.5%			

Our two main age groups that we were deciding between were Gen X (43-58) and Gen Y (27-42). When we refined our search to add individuals that had purchased ice cream over the past month, we found that Gen Z would be a more prominent audience for the McFlurry.

SOCIAL MEDIA

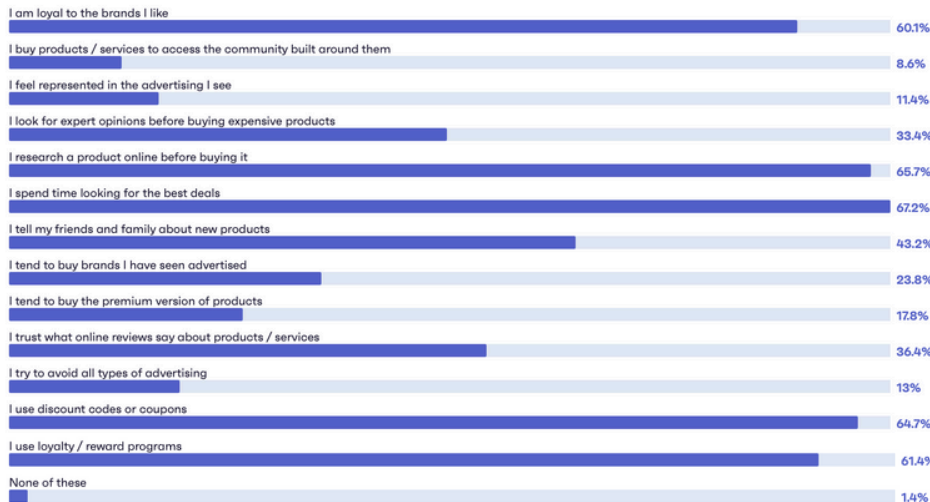


Social Media is a means of connection for our audience. We wanted to see their habits to learn how best to target this audience. In past research we found Instagram and Facebook to be major forms of communication. Looking at possible influencer marketing, we found the majority of our audience follows: actors, comedians and other personalities, TV shows or channels, bands and singers, and other influential figures in the media today. Because of this, influencer marketing would be very beneficial and was a part of our recommendation. Along with this, 94.1% watched a video online within the last week. TikTok, Instagram Reels, and Facebook Reels are important places to air our content. Finally, we can see the media consumption segmentation. Because our audience are such active users, we are able to target them in many different ways.

APPENDIX

ATTITUDES

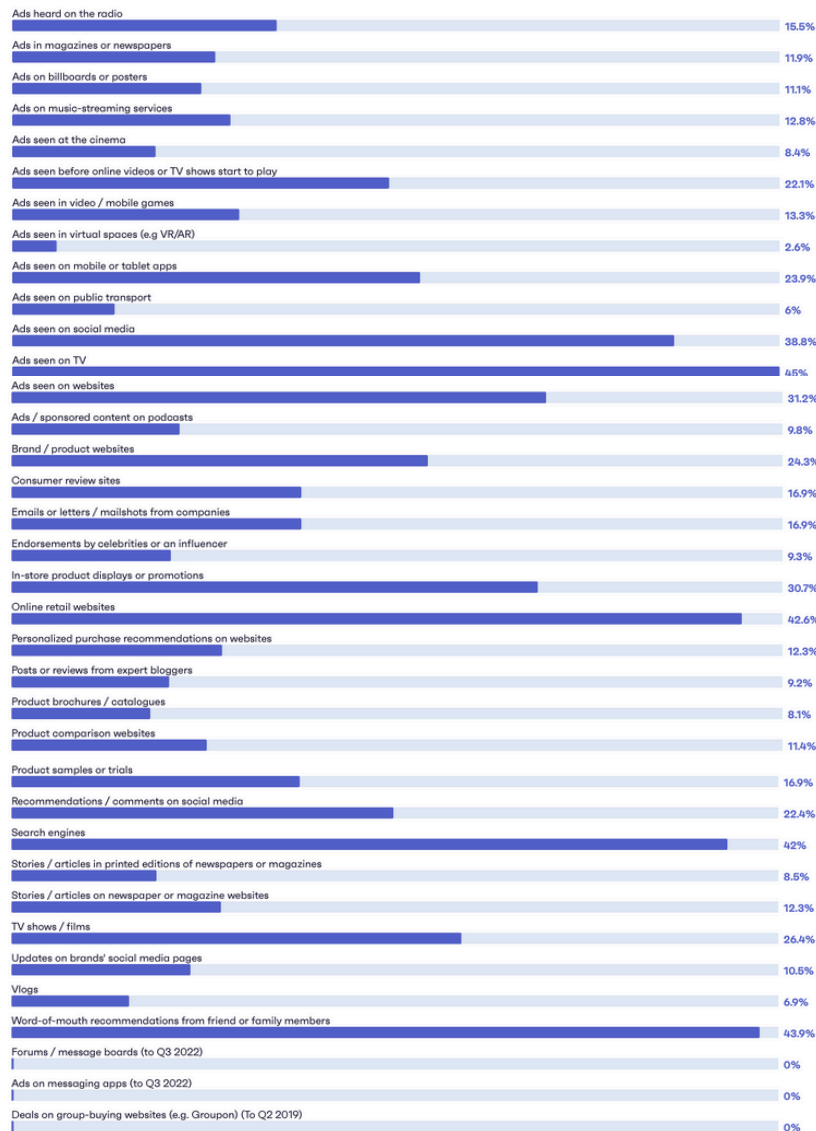
Attitudes: Brand Relationships



Looking at brand relationships was very important, especially in relation to our Commspoint. Through this, we found our audience is very loyal to the brands they like, which is important with McDonald's overarching brand truth and fan relationships to the brand. They research a product online before buying it and spend time looking for deals, which will make reviews and word-of-mouth important along with our normal advertisements. The major takeaway for our team is related to the high statistics revolved around discount codes and coupons, and the use of loyalty and reward programs. The McDonalds app is the highest downloaded app created by a QSR with consistent deals, releases, and notifications sent to their users. These statistics will help to drive our campaign especially with in-app advertisements.

ATTITUDES

Brand Discovery

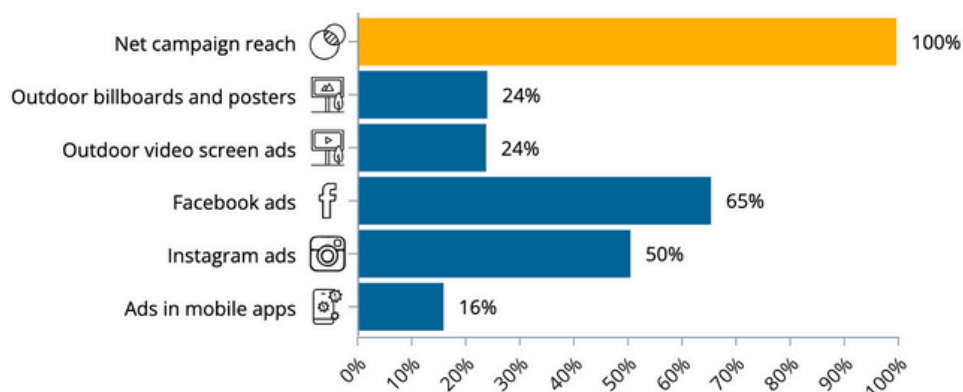


This focused on brand discovery. Although McDonald's is a well-known brand and already has a loyal customer base, they are launching a new product so we wanted to see how our target audience approached brand discovery. Clearly, the highest performing paid media insights are from advertisements seen on TV, those on social media, retail websites and search engines. However, we want our campaign to be cross-functional and able to have the greatest impact. Word-of-mouth recommendations from friends and family members are the overall second-highest grossing insight. Given that we want our campaign to create the highest reach while balancing out the cost, it is important that we play to this insight and use it carefully in our recommendation.

APPENDIX

REACH REPORT

Reach Report (PB McFlurry Plan - MCFLURRY AUDIENCE)



GRP OVERVIEW

GRPs Overview - Channel Group (PB McFlurry Plan - MCFLURRY AUDIENCE)

