



# PEANUT BUTTER CRUNCH McFLURRY MEDIA RECOMMENDATION





# MEET THE TEAM



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# AGENDA

- 1 Introduction
- 2 Situation Assessment
- 3 Target Audience and Insights
- 4 Media Objectives and Comms. Strategy
-  5 Communications Plan
- 6 Conclusion & Questions!

# THE PEANUT BUTTER CRUNCH McFLURRY





# BUSINESS SITUATION

## OUR BUDGET

\$25 MILLION



## 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

## OUR GOAL

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



# 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 CONVEINCE.**

# FROM W+K

**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)



# GRIMACE



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

# BACKGROUND DATA

**AFTER THE 'HAPPY BIRTHDAY GRIMACE' CAMPAIGN, SALES ROSE 14% TO \$6.5 BILLION. THESE COINED 'FAN TRUTHS' CONNECT STRONGLY WITH OUR AUDIENCE AND BY FOCUSING ON EVOKING EMOTION IN BRANDING, THE COMPANY PERFORMS BETTER.**



# DRIVING INSIGHT

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



# GET-TO-BY

**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.



# FROM-TO-BY

## 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 McDonald's.

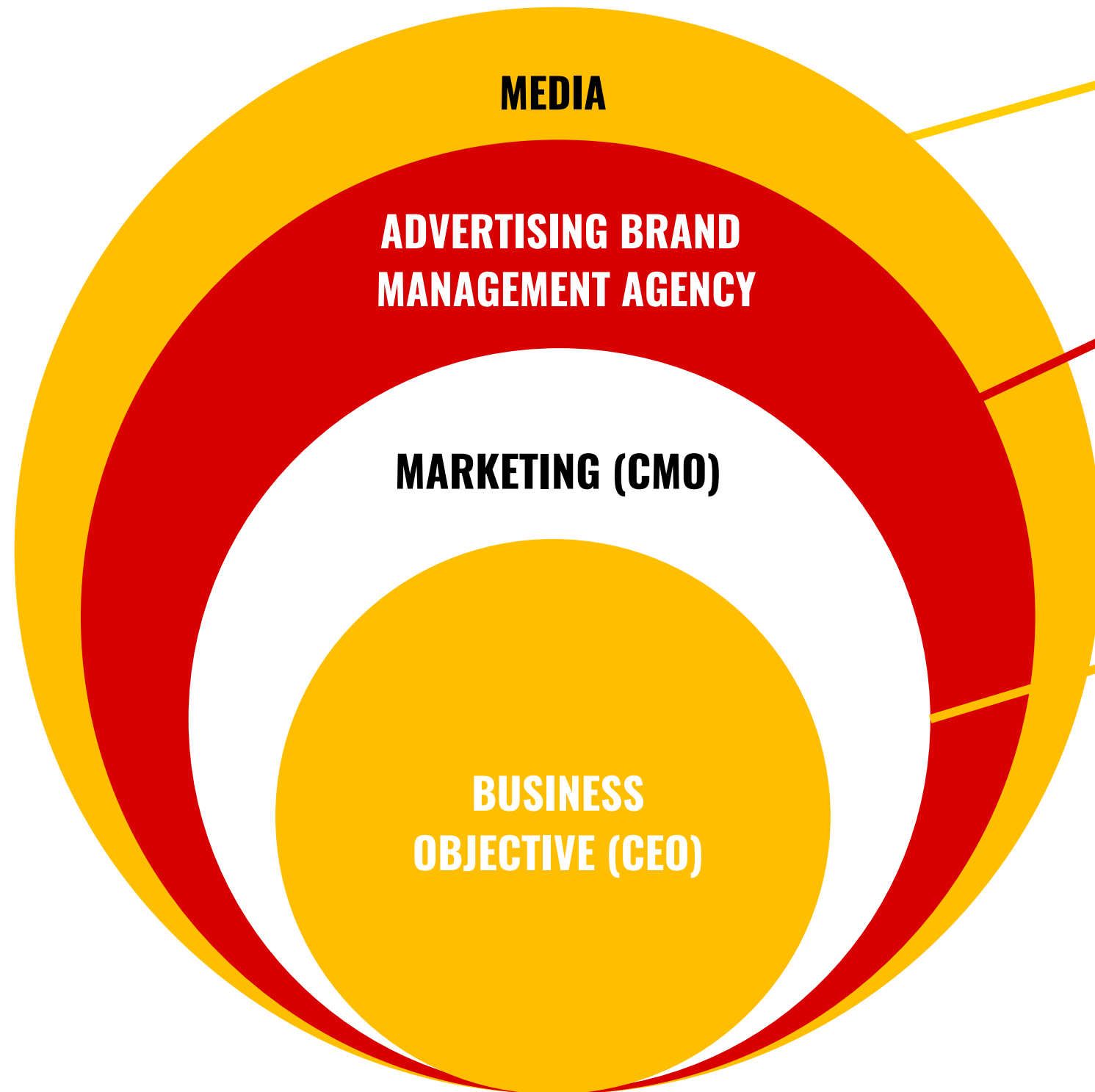
## BY

Connecting with our audience, evoking feelings of nostalgia, and referring to McDonald's fan truths.

# BUILDING UP

## WHAT IS THE ROLE OF COMMUNICATIONS?

Reach our audience in the most efficient manner, through the best possible media channels.



## THE SINGLE MOST PERSUASIVE IDEA

- Feel the warmth, nostalgia, comfort, and love
- A dessert that will bring their families together with convenience.

## THE 4 C'S

1. **Consumer wants & needs**
  - a. Want a convenient, affordable, and sweet treat that supports their busy lifestyle.
2. **Cost**
  - a. Cost effective and affordable
3. **Convenience**
  - a. Multiple Mcdonald's locations all around the world
4. **Communication**
  - a. We will communicate with our target audience to effectively achieve our business objective

# SWOT ANALYSIS

## STRENGTHS

- loyal consumers
- variety in products
- convenient
- globally recognized brand

## WEAKNESSES

- unhealthy options
- dependence on franchises
- quality control issues

## OPPORTUNITIES

- diversify menu
- more nutritious options
- coupons and rewards

## THREATS

- competitor fast food restaurants
- fluctuating costs

# COMPETITOR INSIGHTS

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





# CONSUMER DECISION JOURNEY

**AWARENESS**

**CRAVING A  
SWEET TREAT**

**INTEREST**

**SEARCHING FOR  
OPTIONS**

**DECISION**

**CHOOSING WHERE  
TO GO**

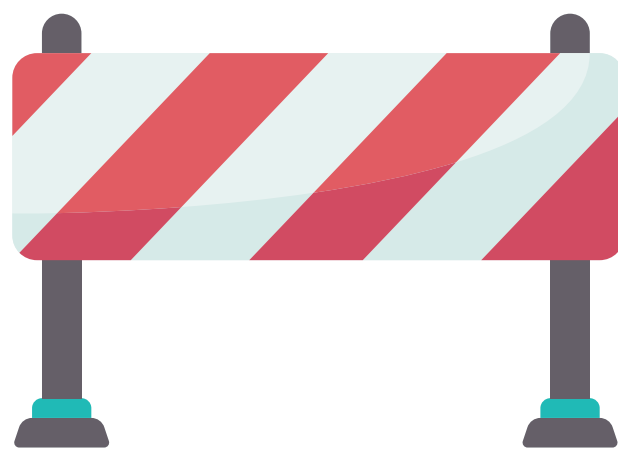
**ACTION**

**PURCHASING A  
McFLURRY**

# BARRIERS & DRIVERS

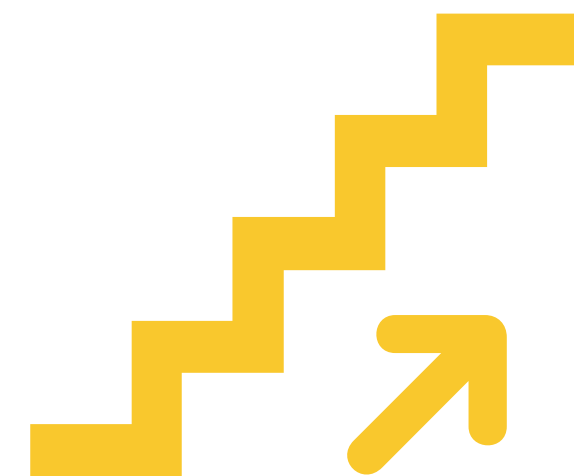
## BARRIERS

- 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



# TARGET AUDIENCE & INSIGHTS



# Meet Lindsay Hughes!



42.4% are  
between 25-45



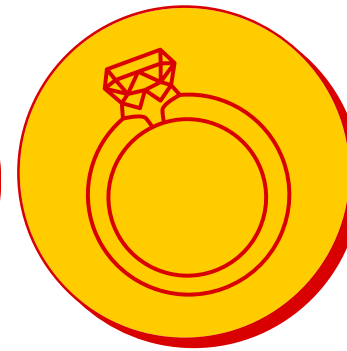
55% have  
a dog



52.4% are  
women



48.8% live in  
the suburbs



44% are  
married



35.3% have  
high incomes

## *The Thrifty Parent*

**Age:** 35

**U.S. Region:** North East

**Socioeconomic Status:**

Upper Middle Class

**Family Status:** Married  
with 3 kids

## 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**

## Media Attitudes

I am comfortable with my apps tracking me



**I am confident using new technology**



I am using social media less than I used to



I buy new tech products as soon as they are released



I feel in control of my personal data online

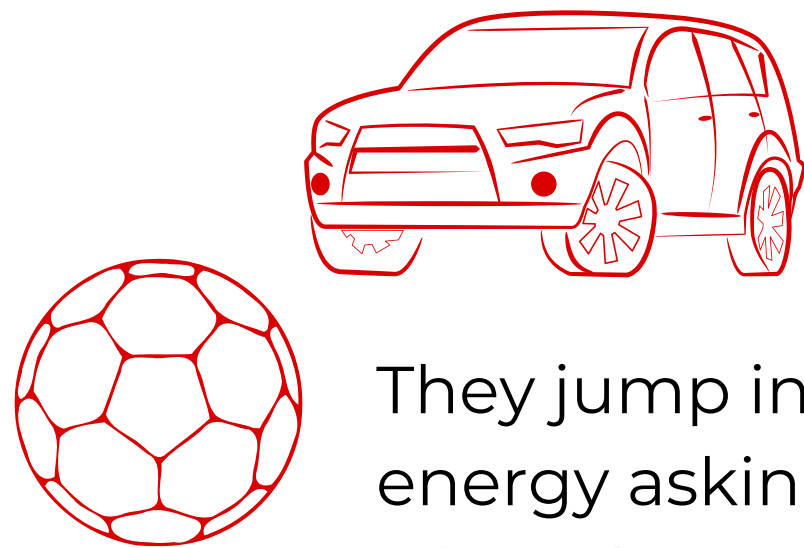




# A DAY IN THE LIFE



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.



# **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.

# 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**



# PAID MEDIA



## PAID MEDIA X INSPIRATION BREAK

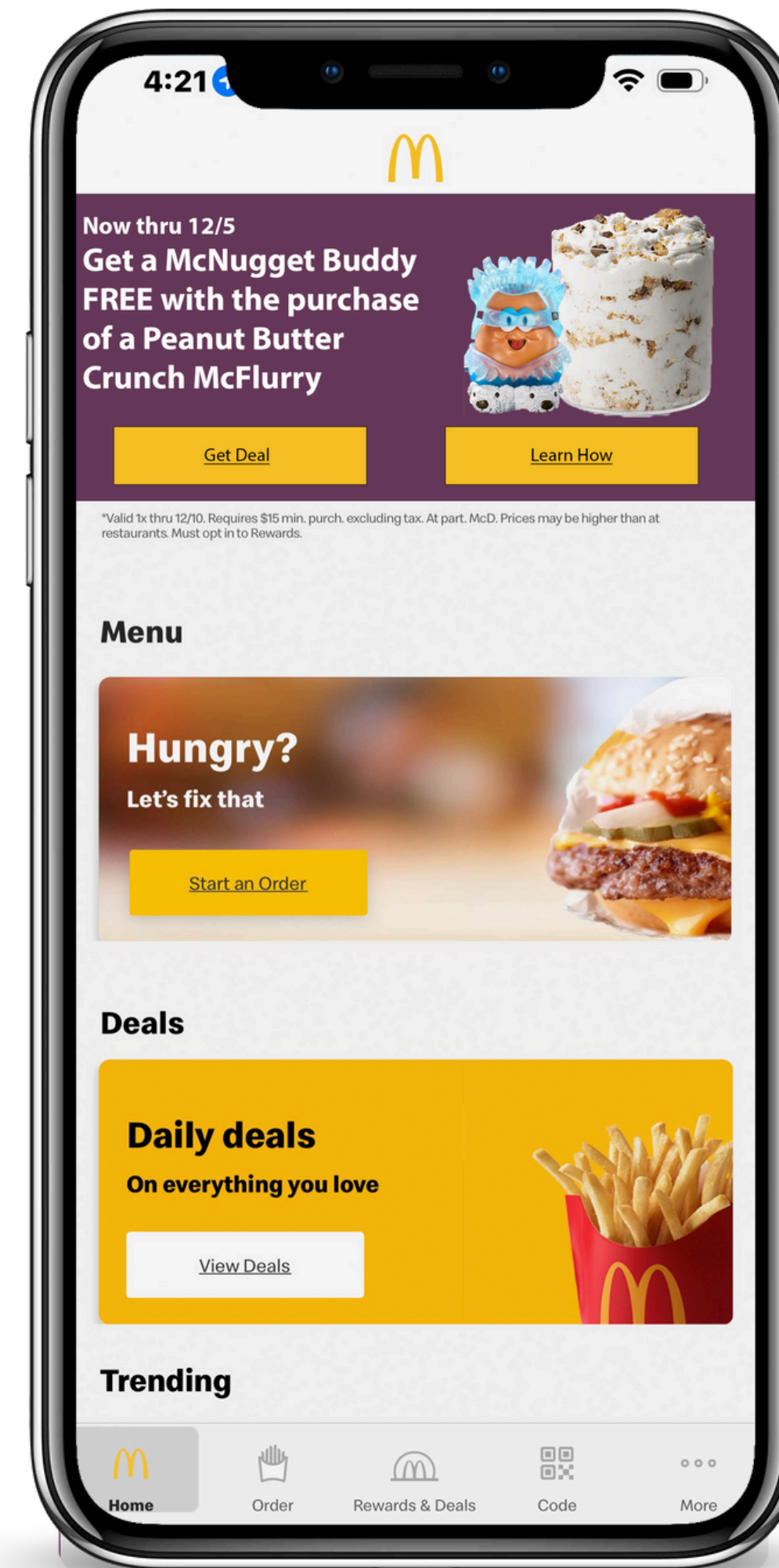


UPLOAD YOUR FINISHED McFLURRY AND SEE IT POSTED ON BILLBOARDS THROUGHOUT THE US!

# IN-APP PROMO

Get a McNugget Buddy FREE with the purchase of a Peanut Butter Crunch McFlurry

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





# SOCIAL POSTS

- Facebook & Instagram
- Provide a vast audience
- Users can like, share, and comment on ads

it's crunch time.



Peanut Butter Crunch McFlurry

\*limited time only



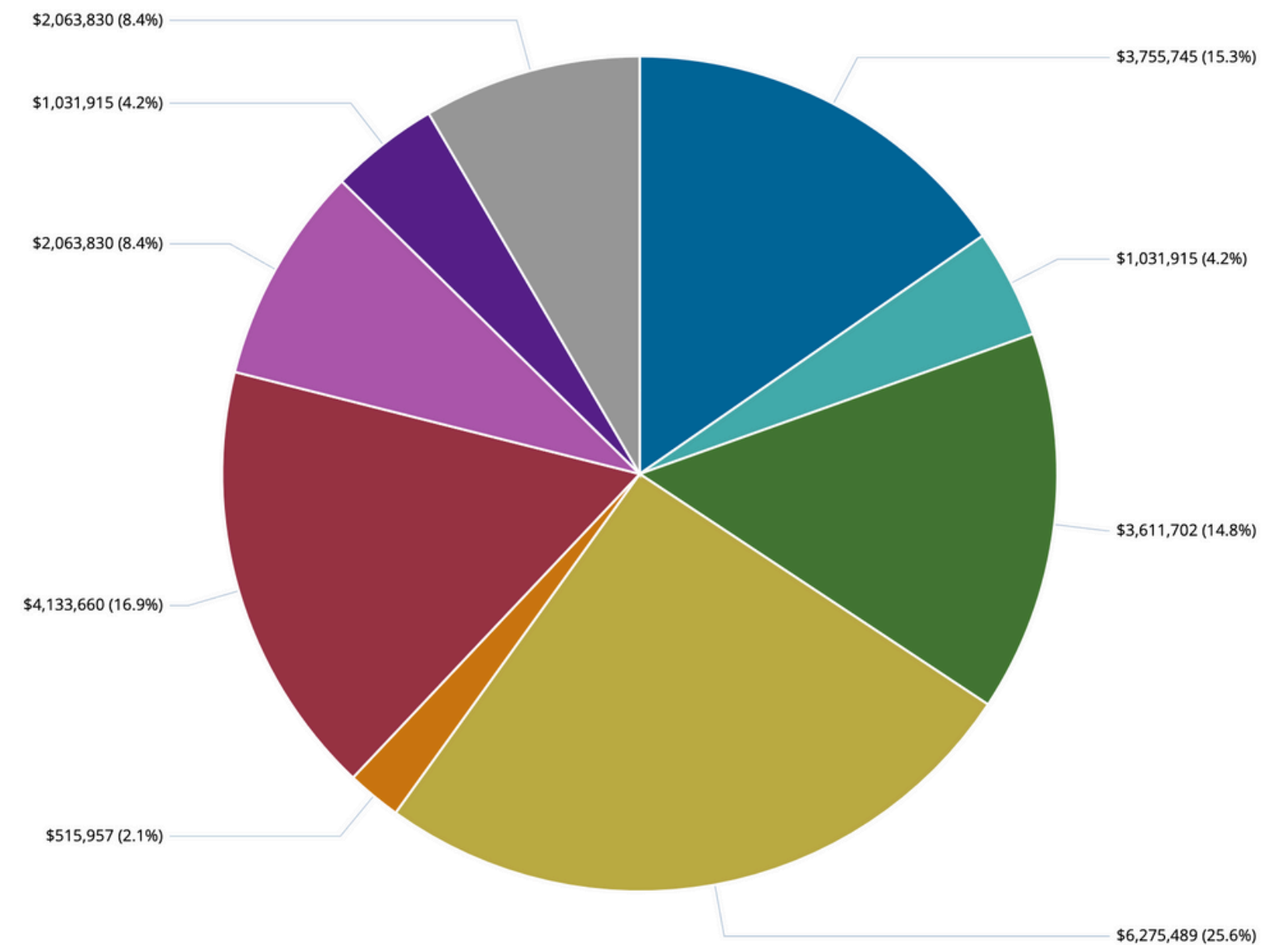
# WORD OF MOUTH

- Our target audience finds a lot of recommendations and information through word-of-mouth
- Audience may speak to other adults about the convenient, cost effective treat or have communication with it from social media



# BUDGET ALLOCATION

Our top budget allocations will go to digital, social network, and out of home.

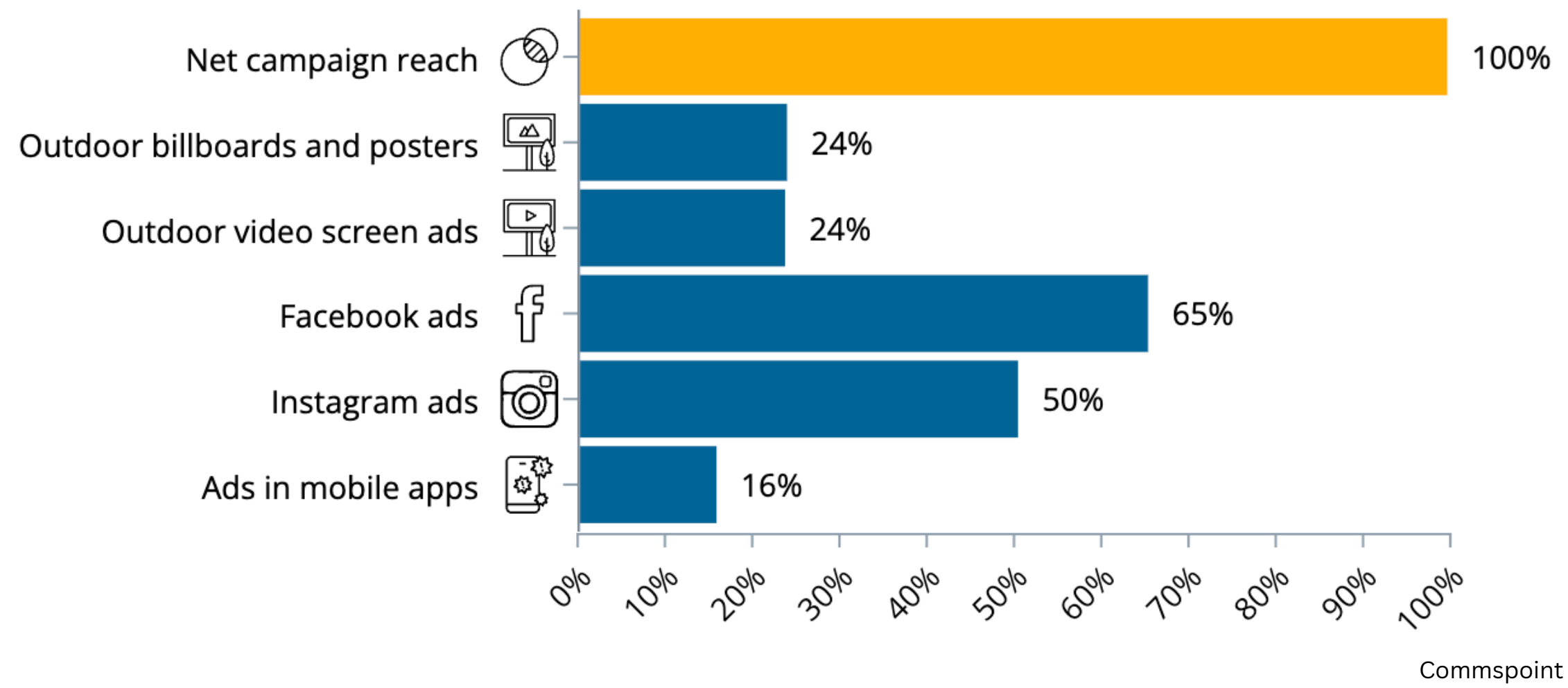


Broadcast Print Out of home Digital Mobile Social network Direct Retail Influence



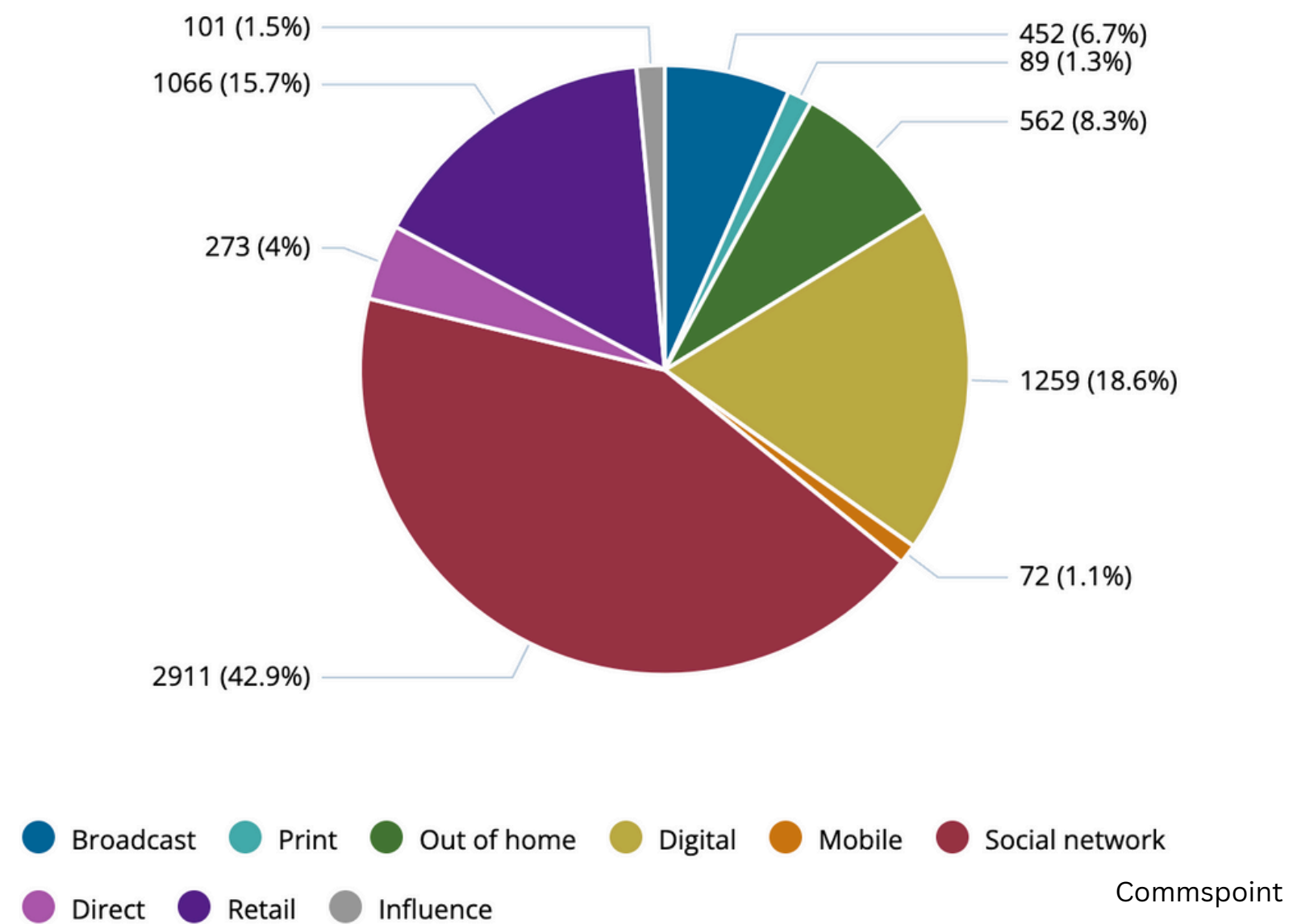
# REACH REPORT

## Reach Report (PB McFlurry Plan - MCFLURRY AUDIENCE)



# GRP REPORT

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



# CONCLUSION

# THANK YOU!



# APPENDIX

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Consumers are cutting back on restaurant meals. Insider intelligence login. (n.d.). [https://totalaccess.emarketer.com/Redirectchart?id=288536&\\_gl=1%2Ak7minv%2A\\_ga%2AODQ0NjE4ODQzLjE2OTcyMjMzMzQ.%2A\\_ga\\_XXYLHB9SXC%2AMTY5NzIzMTMxOS4zLjEuMTY5NzIzMTU2Ni4wLjAuMA..%2A\\_gcl\\_au%2ANjY3MTg5NDUzLjE2OTcyMjMzMzQuMTY5NjY1NDgwMy4xNjk3MjMxMzMxLjE2OTcyMzEzMzE](https://totalaccess.emarketer.com/Redirectchart?id=288536&_gl=1%2Ak7minv%2A_ga%2AODQ0NjE4ODQzLjE2OTcyMjMzMzQ.%2A_ga_XXYLHB9SXC%2AMTY5NzIzMTMxOS4zLjEuMTY5NzIzMTU2Ni4wLjAuMA..%2A_gcl_au%2ANjY3MTg5NDUzLjE2OTcyMjMzMzQuMTY5NjY1NDgwMy4xNjk3MjMxMzMxLjE2OTcyMzEzMzE).

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UpperEastRob. (2021, September 20). Beloved but elusive, McDonald's McFlurry is a fast-food icon. Adweek. <https://www.adweek.com/brand-marketing/beloved-but-elusive-mcdonalds-mcflurry-is-a-fast-food-icon/>

Weiss, S. (2023, November 29). McDonald's McNugget Buddies are back after more than 25 years. Peoplemag. <https://people.com/mcdonald-s-mcnugget-buddies-are-back-after-25-years-8407941>

Weiss, S. (2023, November 29). McDonald's McNugget Buddies are back after more than 25 years. Peoplemag. <https://people.com/mcdonald-s-mcnugget-buddies-are-back-after-25-years-8407941>

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>

# 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 ✕

Done in last 12 months ✕

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 ✕

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

Filters

NEST FILTERS

CLEAR

AND

Who are any (OR) ▾

It is important to buy the brand I like regardless of price

Somewhat Agree ✕

For me, advertising on TV is amusing

Mostly Agree ✕

I often cut out discount coupons to use when shopping

Mostly Agree ✕

I rely on the Internet to communicate with friends and family

Somewhat Agree ✕

Clipping or saving coupons is a waste of time

Mostly Disagree ✕

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) ▾

Visited a supermarket

Visited in last 7 days ✕

Visited in last 30 days ✕

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 ✕

Bought in last 30 days ✕

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.



# Commspoint- Mcflurry Audience

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

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

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

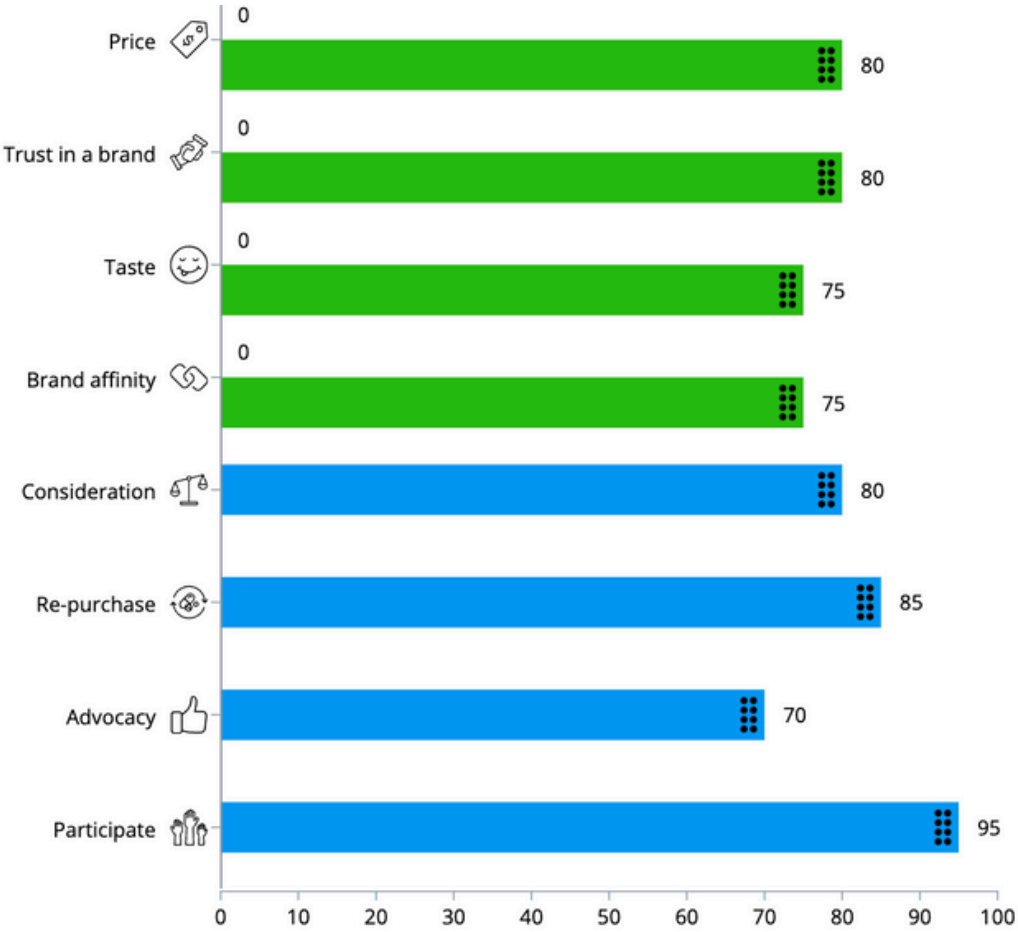
Education

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.

## TASK PROFILE:

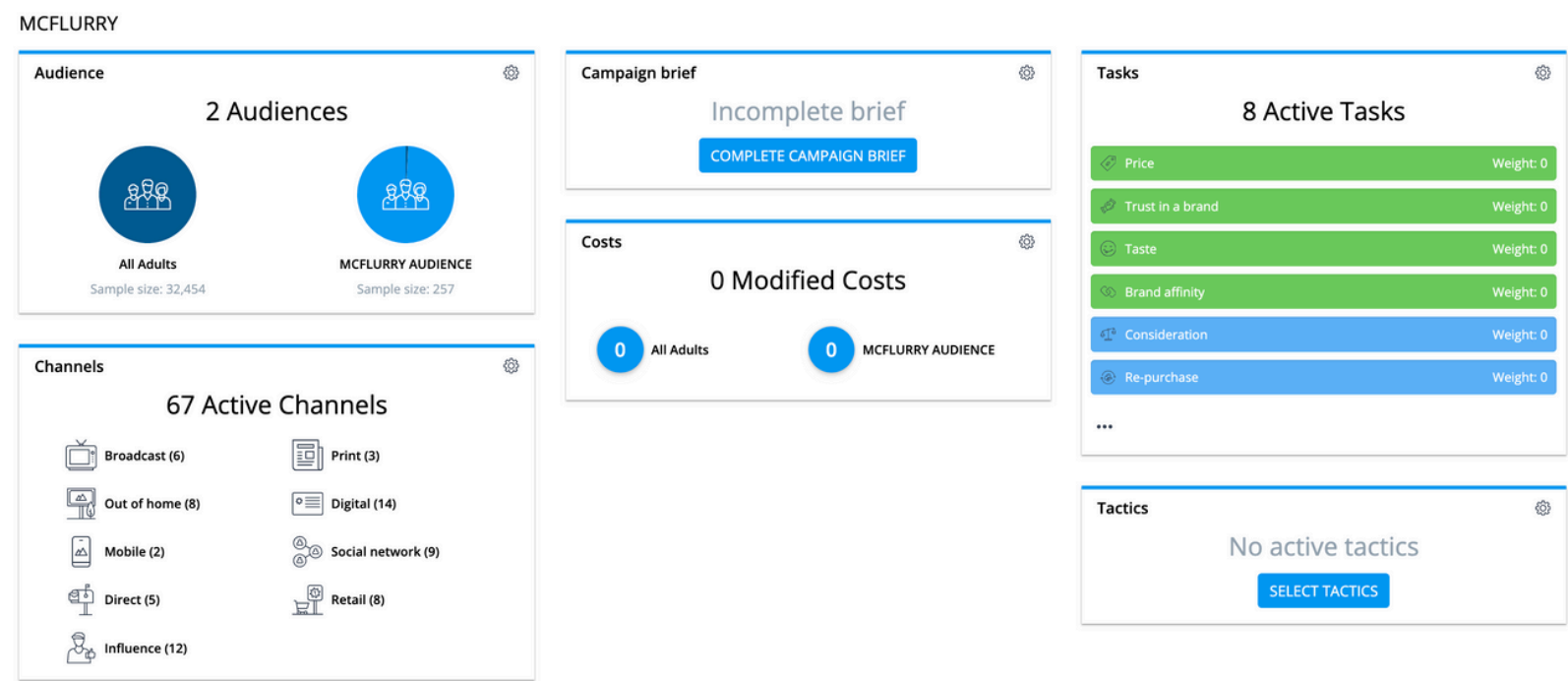


The different bar lines that correspond with the messages and strategies chosen for our audience describe the importance of each of these qualities to our consumer based on our recommendation.

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.

Price

Fun

High quality

Trust in a brand

Detailed information

Customer service

Taste

Brand affinity

Reviews and opinions

**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

Awareness

Consideration

Where to buy

Personalization

Trial

Re-purchase

Usage experience

Share information

Advocacy

Inspire with ideas

Participate

Tune in

**STRATEGY:**

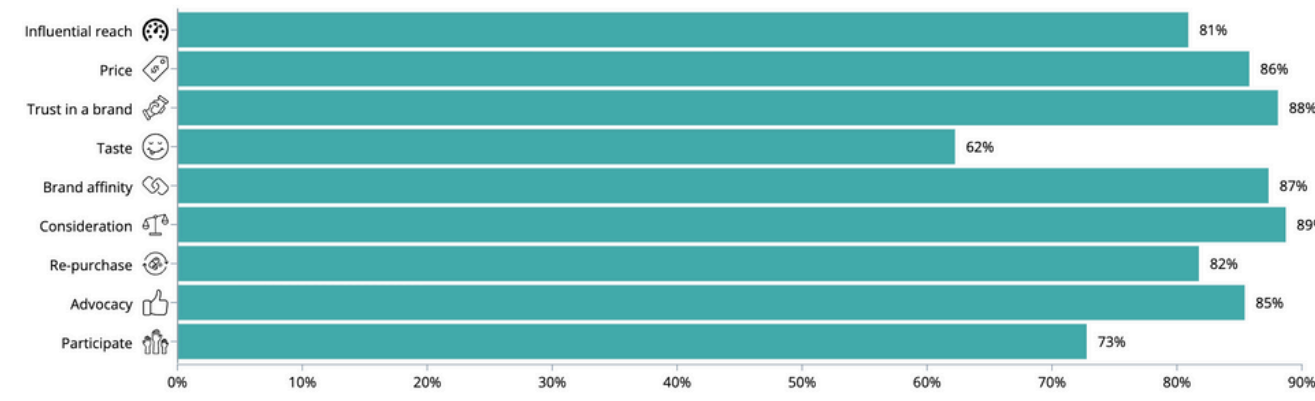
**Consideration:** The target persona for the McFlurry takes time to research their purchases before deciding to engage in them thus making consideration an important strategy to consider

**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

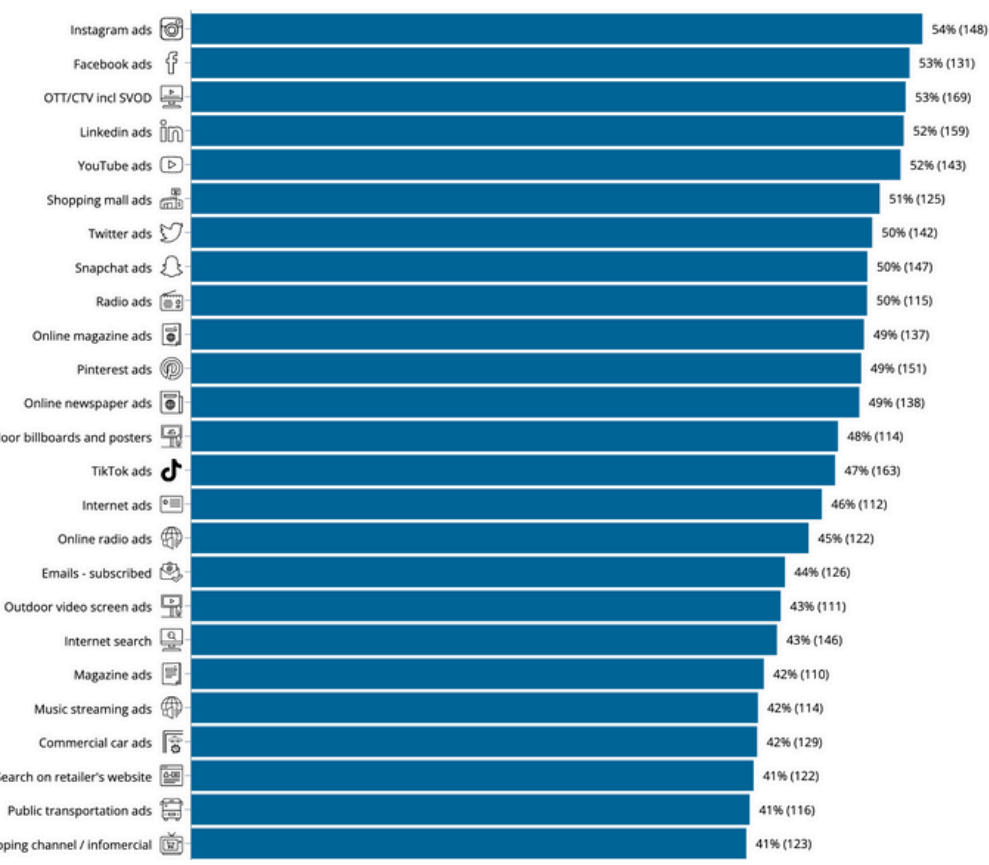
**Participate:** Having an authentic brand to follow after is in important part of how our audience will participate with the brand and since they are looking for a brand they can trust they want participation in their purchase

EFFECT REPORT



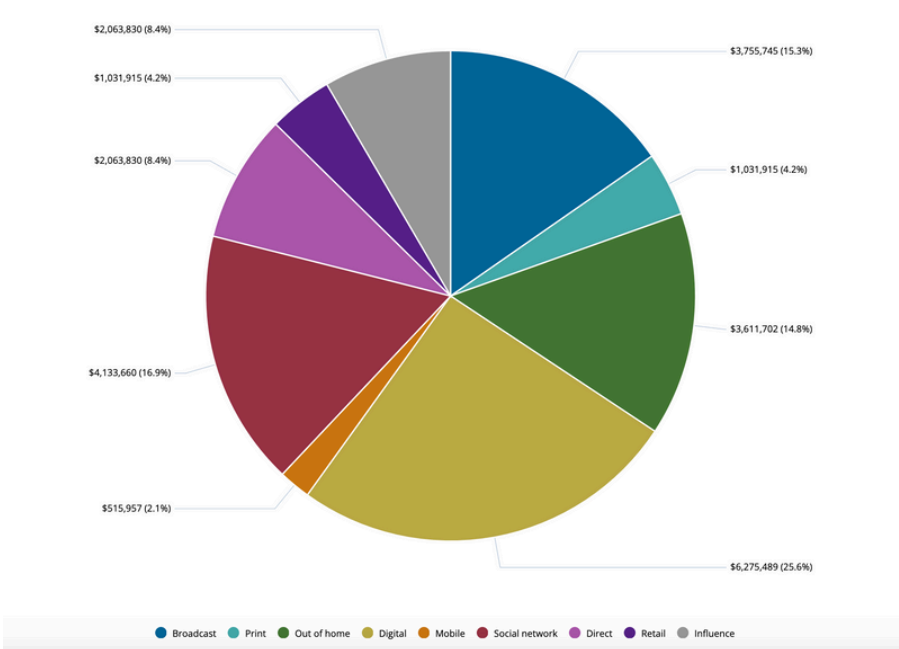
88% of our target audience believe trust in a brand is important, 87% in brand affinity, and 89% in consideration.

CHANNEL RANKING:



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

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**

3,333	2,910	2,555	3,044
Q3 23	Q2 23	Q1 23	Q4 22

**Waves breakdown**

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 3/3

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.

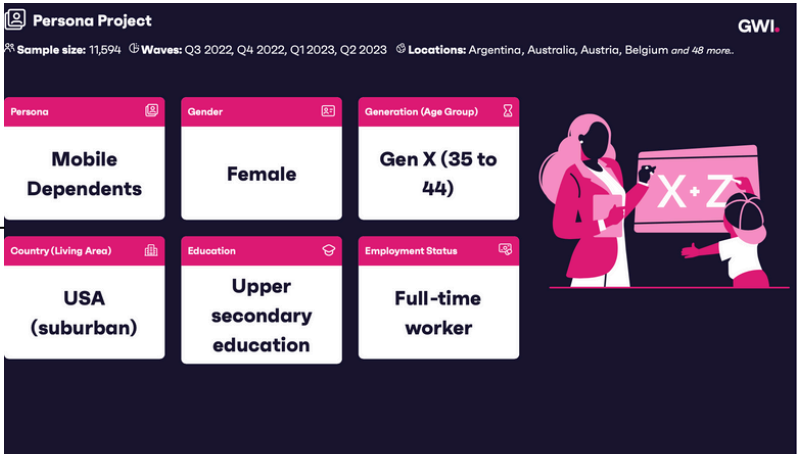
Including the quantifier or purchasing ice cream in the last month allowed us to track our consumer base that are not only regular McDonald's users but also would be excited to try the new McFlurry!





INSTANT INSIGHTS

**Persona Identity:** Mobile Dependents  
**Gender:** Female  
**Generation:** Gen X  
**Country:** USA (suburban)  
**Education:** Upper Secondary Education  
**Employment:** Full-Time Worker

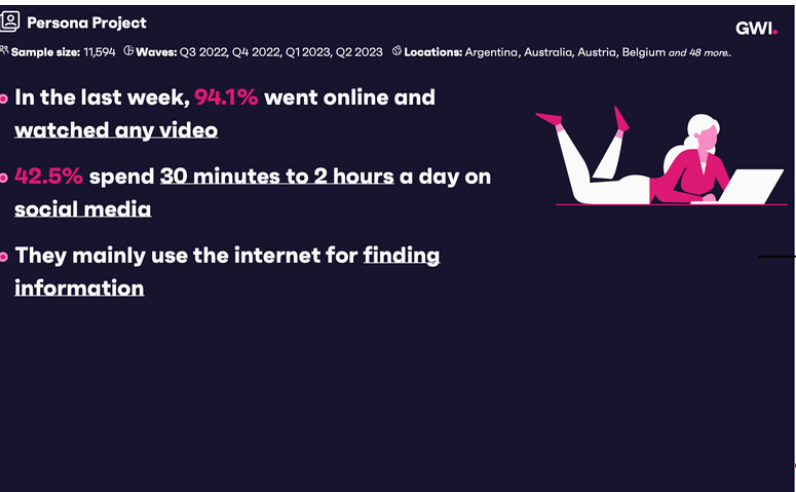


I AM CONFIDENT USING NEW TECHNOLOGY

**Open-Mindedness:** 75.8%  
**Interested in:** Music & TV  
**Vacation Plans:** 30.9%

I SPEND TIME LOOKING FOR THE BEST DEALS

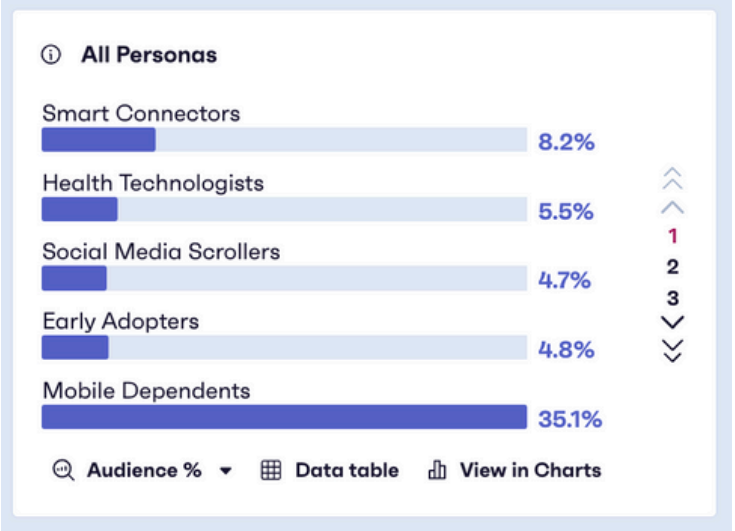
**Brand Discovery:** TV Ads  
**Customer Feedback:** Very Important  
**Social Media:** Facebook



INSTANT INSIGHTS

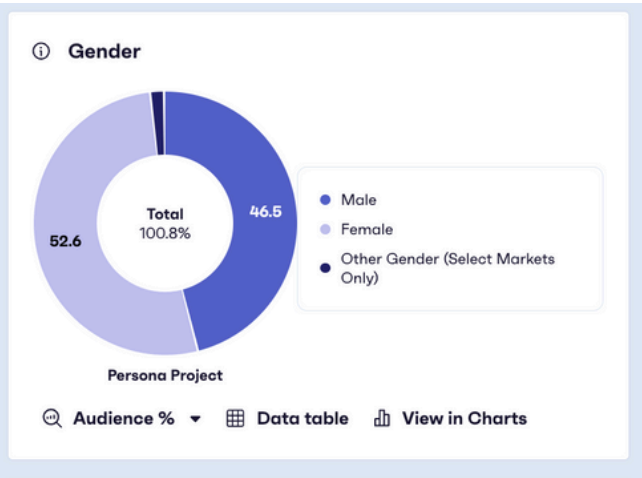
**Watched A Video:** 94.1%  
**Spend 30min-2h on Socials:** 42.5%  
**Finding Information:** The Internet

ALL PERSONAS



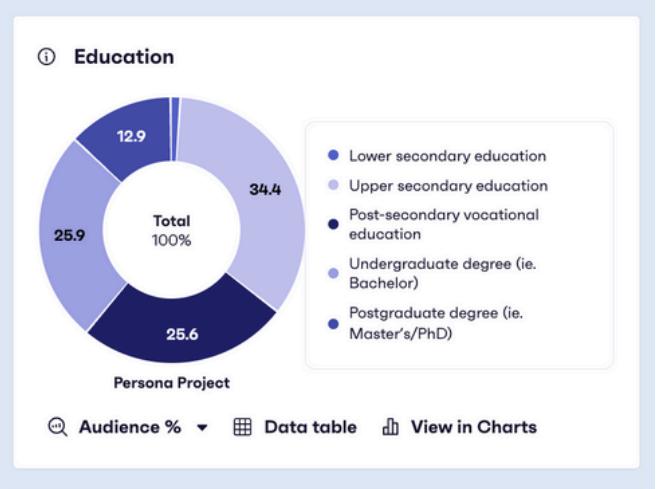
The majority of our audience describes themselves as mobile dependents. We want to keep this in mind when creating our recommendation so we are placing our ads in the correct spaces.

GENDER



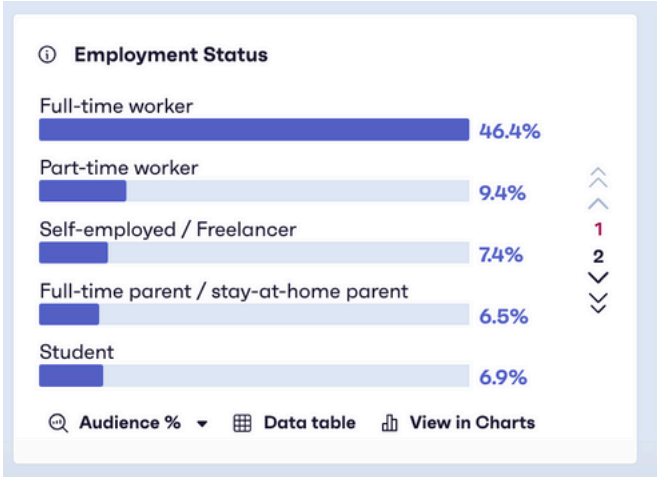
The majority of our audience falls in Gen X, making them fall between the age ranges of 43 & 58. However, based on our research we decided to go with our second most popular generation, Gen Y or Millennials. This generation will better fit the ideas and attitudes of our campaign.

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



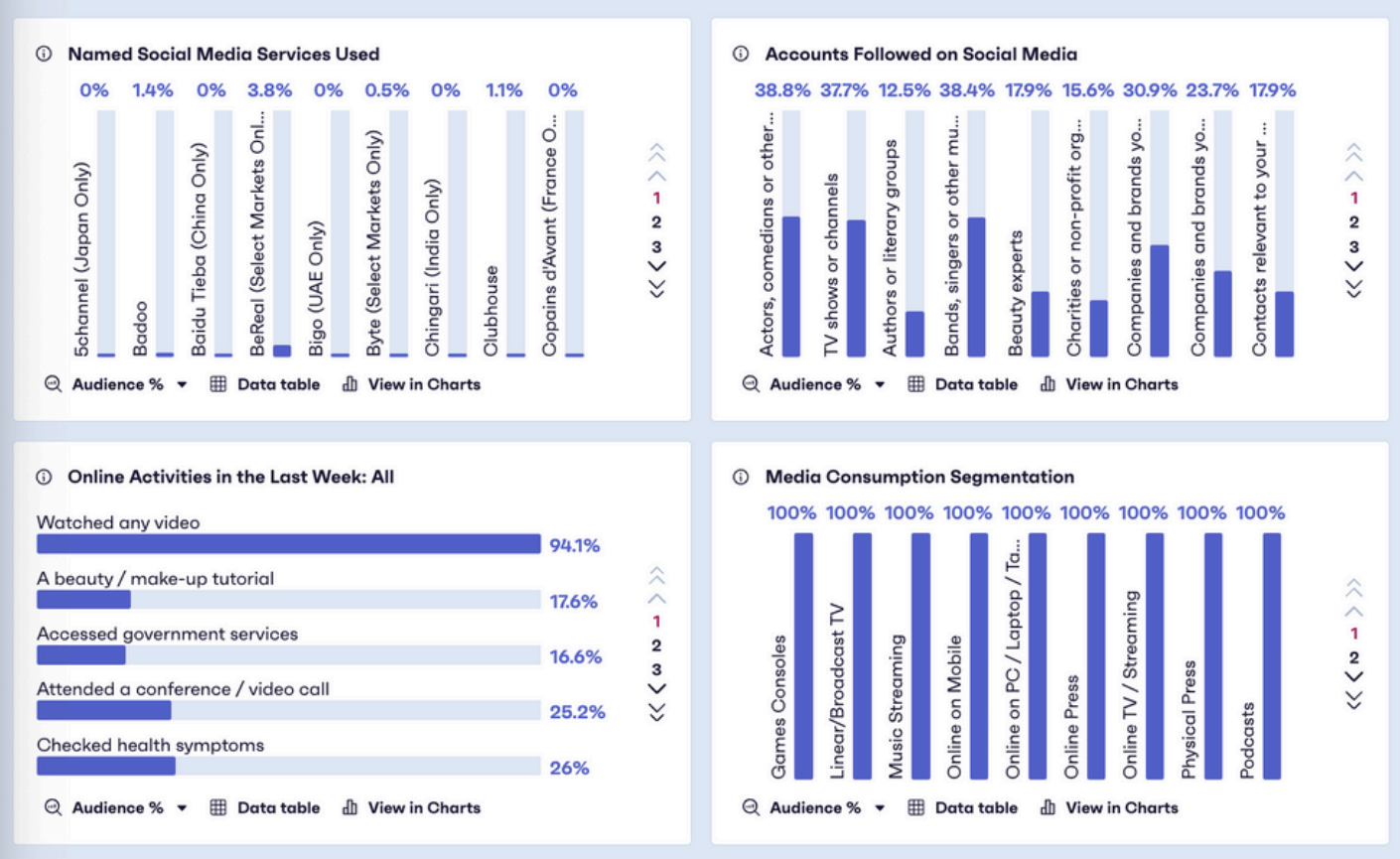
Our audience is very comfortable with technology. Specifically we want to target tech users that describe themselves as very confident. For our campaign, and the way we have looked at targeting our audience, it is also important to feel in control and comfortable with apps tracking them.

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%			

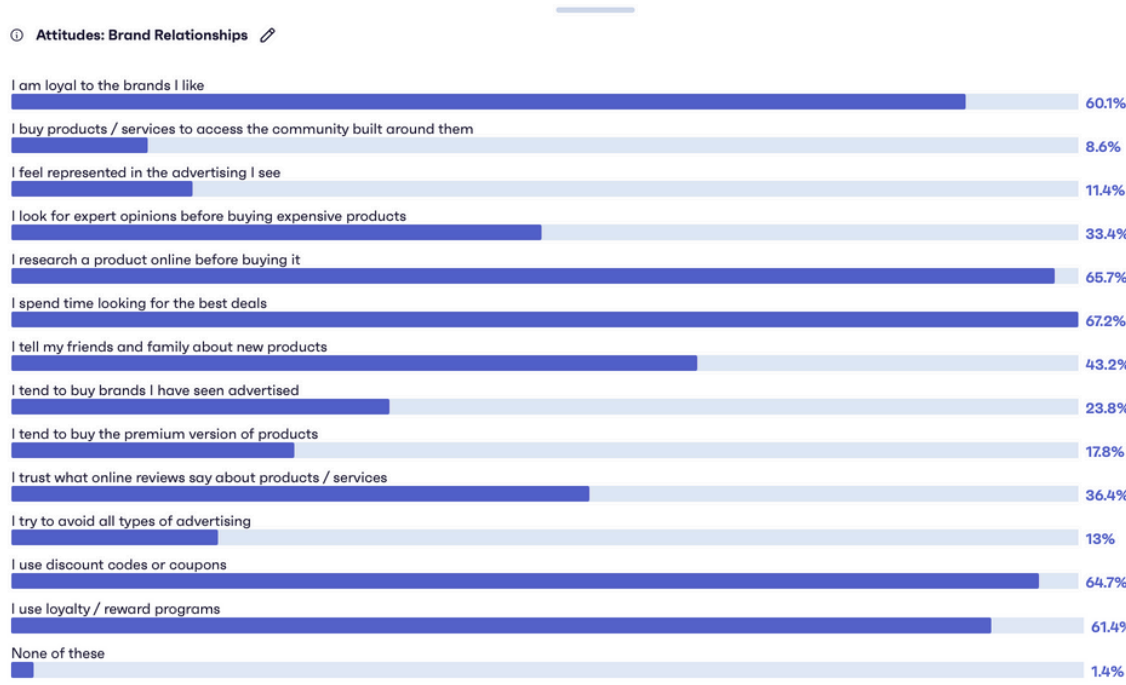
Our two main age groups that we were deciding between were Gen X (43-58) and Gen Y (27-42). When we refined our search to add individuals that had purchased ice cream over the past month, we found that Gen Z would be a more prominent audience for the McFlurry.

SOCIAL MEDIA



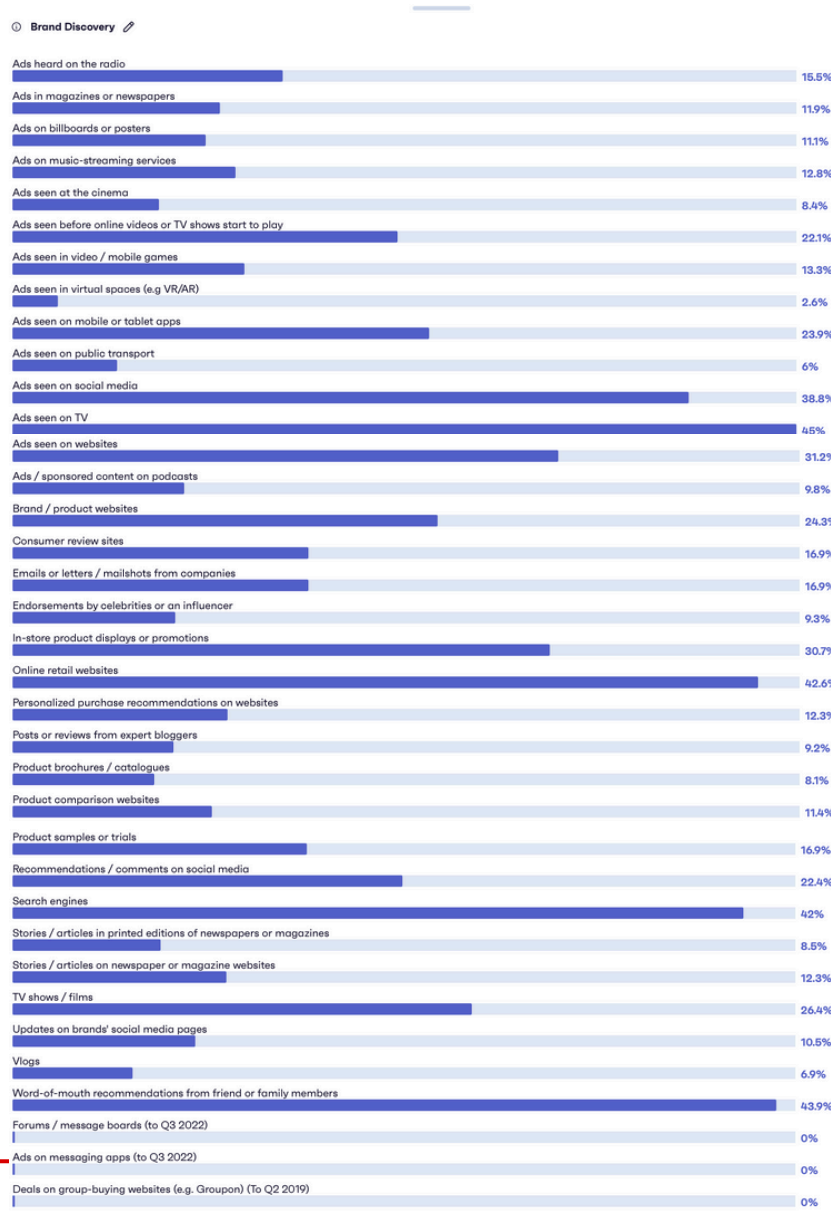
Social Media is a means of connection for our audience. We wanted to see their habits to learn how best to target this audience. In past research we found Instagram and Facebook to be major forms of communication. Looking at possible influencer marketing, we found the majority of our audience follows: 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



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.

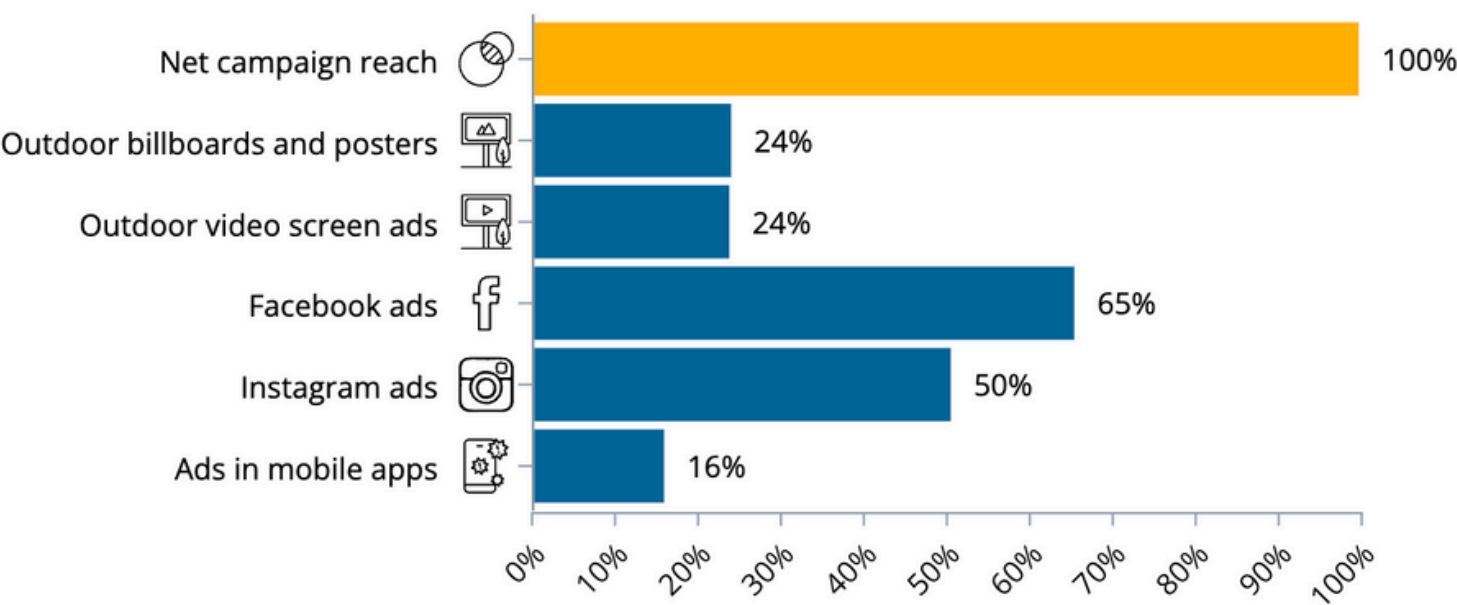
ATTITUDES



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.

# REACH REPORT

Reach Report (PB McFlurry Plan - MCFLURRY AUDIENCE)



# GRP OVERVIEW

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

