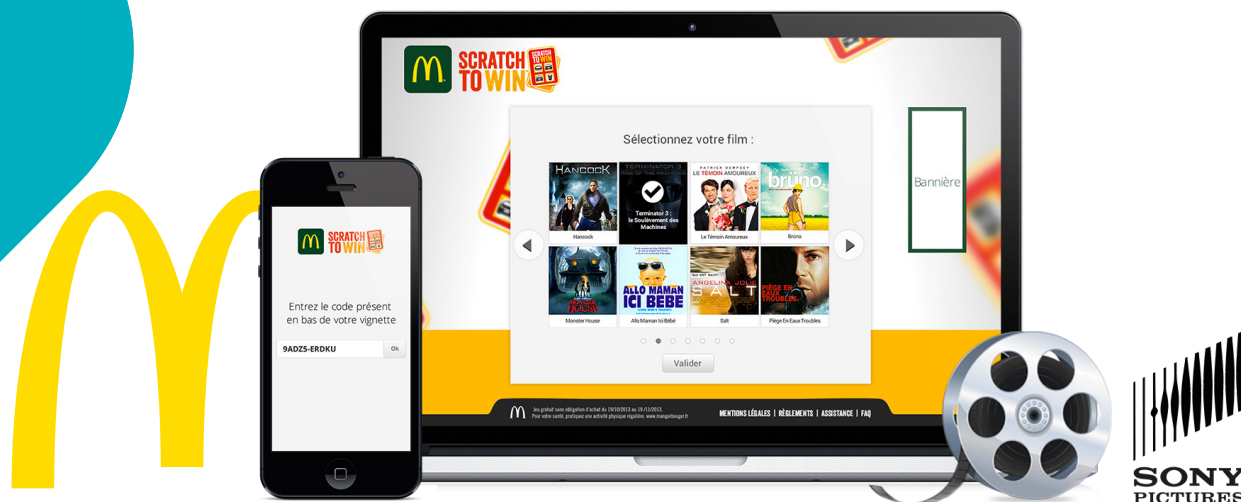


# CASE STUDY :

## MCDONALD'S ENGAGED ITS CONSUMERS BY OFFERING THEM ENTICING MOVIES

### - IFEELGOODS -



**CLIENT:** McDonald's

**IFEELGOODS SOLUTION:** Shopper Marketing

### CAMPAIGN

McDonald's is always looking for new innovative ways to engage its consumers online (such as the traditional Monopoly game). This time, McDonald's France wanted to engage its consumers in-store by offering them enticing movies that they could redeem online and deploy it in 1,285 locations in France.

### MCDONALD'S' CHALLENGE

McDonald's partnered with Sony Pictures to offer end-consumers 50 different digital movies and give them the choice to select their preferred one. McDonald's intended to distribute 13 million movies within 30 days; and needed a robust, safe and reliable technology solution that could accommodate the magnitude of this promotion.

### THE IFEELGOODS SOLUTION

Google recommended Ifeelgoods as the technology solution to build, launch and monitor this special campaign for McDonald's. The Ifeelgoods platform provides end-to-end, turnkey tools to effectively and efficiently run various high volume digital rewards campaigns, including shopper marketing with a start to end launch time of just 2 weeks. Ifeelgoods partnered with McDonald's and Sony Pictures to create the campaign and successfully helped to deploy the campaign on the exact target launch date.

#### More specifically, Ifeelgoods' platform helped to:

- Build the web page where consumers could redeem their gift codes and customized it to McDonald's branding
- Create a user flow that would prevent fraudulent redemptions by requiring authentication
- Build a portal allowing users to select their preferred movie among a choice of 50 enticing options
- Seamlessly reward users with the proper code to redeem the right movie
- Manage consumer tickets for users having trouble redeeming their reward.
- Collect insightful data on consumers to re-engage them after the campaign and successfully bridge the gap between the offline and the online worlds

### RESULTS

Up to **13,750,352 movie downloads** offered

**2 minutes** = average time to start watching the movie

**Thousands of emails** collected to further connect with consumers online

# CAMPAIGN FLOW :

McDonald's was able to customize the whole user-flow - redemption page, authentication, rewards selection - directly through Ifeelgoods' turnkey platform.

## Step 1

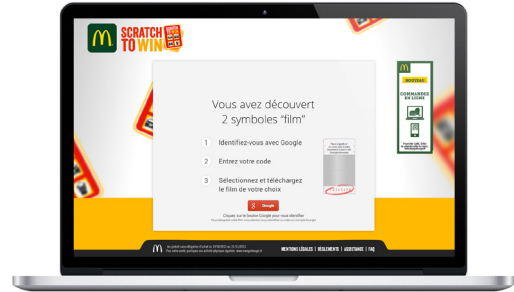
Find code on-pack



- Direct association with primary on-pack codes and digital rewards codes for seamless backend integration and UX

## Step 2

Authenticate with Google Email



- Robust technology that delivers rewards only to eligible end-users

## Step 3

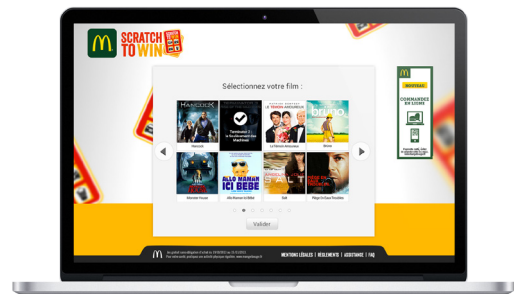
Enter on-pack code



- Customized web portal to McDonald's look and feel

## Step 4

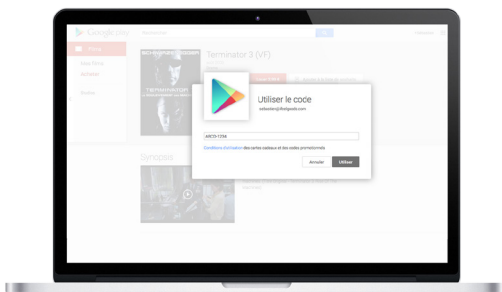
Select movie



- Multiple digital rewards flow allowing users to choose their favorite movie out of 50 titles

## Step 5

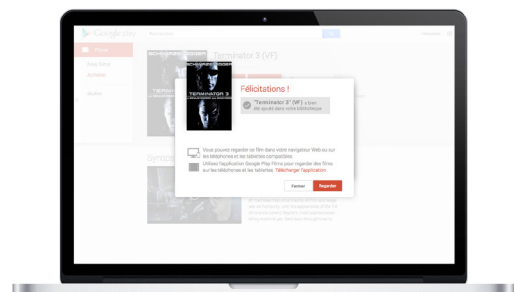
Validate Google Play code



- Pre-populated Google Play Code with clear redemption instructions for the specific content selected

## Step 6

Enjoy movie on Google Play!



- Average time to redemption was 2 minutes