

McDonald's Mobile Marketing Case Study:

NIGHTLIFE HOME

If you're looking to take your night-life promotions to the next level, then Club Texting's text messaging and mobile marketing programs are just what you need.

BARS

Bar promotions are essential to the success of your venue. While you have many options—from newspapers to email—none of these marketing tools offer you the direct and personalized reach of Texting's .

CLUBS

As a night club owner you rely on a number of methods to assure a continuous flow of customers through your doors—flyers, hired promoters, print ads, and email campaigns. All of these methods have their pros and cons, and they can be effective if done well, but none of them offer you the direct, personalized power of Club Texting's

RESTAURANTS

With text messaging your dining establishment can build deeper relationships your guests. Text messaging develops loyalty.

Patrons join your mobile marketing list, and you provide them with regular offers via text message.

Popular items that can include free drink specials, mobile coupons, and special codes that can be used for reservations during busy times.

Merry X-mas In The Restaurant

McDonald's makes everyone a winner - Just send a text to Santa & get your gift within seconds.

Objectives:

Create a new mass market sweep-stake mechanism for McDonald's Italy where consumers can participate and win directly in the restaurant. Bind winning a prize to the purchase of the product & activate POS to increase response.

MECHANICS:

Print unique codes on cups for consumers to send in with 1 text message – right in the restaurant. The revolutionary idea: Every code wins - for the first time even physical prizes. Presents ranged from mobile content such as personal calls from Santa, sending postcards to friends, personal photos with Santa to attractive physical prizes like prepaid credit cards with 20.000 Euro, 13.000 x free airtime and 150 mobile phones. This innovative prize pyramid combining physical prizes with millions of digital presents was shown on TV and in the restaurants (on products, traymats, menu boards, etc.). SMS & WIN granted customers a very Merry Christmas!

Outcome Analysis:

A stunning 25% response rate - with more than 1.5 million participations in five weeks. The best result of a McDonald's mobile marketing campaign ever.

Mobile Marketing Association

