

McDonald's Runs a Global Video Advertising Campaign



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Advertising Studio

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OMD

OMD is the most awarded agency network in the world.

OMD EMEA was the Media Network of the Year in 2012, according to M&M Global.

OMD EMEA works with global brands including Barilla, Lay's, McDonald's, Nissan, Pepsi, and Playstation.

Owned by Omnicom Group, a publicly traded company with 71,800 employees worldwide and \$15 billion in revenue in the last 12 months.



McDonald's Objectives for the World Cup

McDonald's wanted to run a massive branding and awareness campaign on Facebook aligned with the World Cup centered around video views.

Create dynamic content which engaged fans of each national team.

It was one of the biggest Facebook advertising campaigns ever for McDonald's.





Huge Reach Over the Course of the World Cup

Campaigns targeted 37 individual European markets over the course of six weeks

32 unique videos were promoted. These videos has 6.3 million views, 323 million impressions, and a reach of 290 million unique people.

McDonald's fan pages gained 196,000 new fans.

Covered in numerous trade publications, including AdAge, CNET, Fast Company, Marketing Land, and PR Week

AdvertisingAge



Marketing Land



PRWEEK





McDonald's Goals by Region

McDonald's adjusted its objectives and budget for each of the 37 different regions it ran advertisements.

In general, goals were based on:

- Video views
- Percentage of impressions who watched the whole video (2%)
- New Fans for regional Facebook pages

Region budgets and goals varied based on population size, their country's World Cup showing, and interest in football.

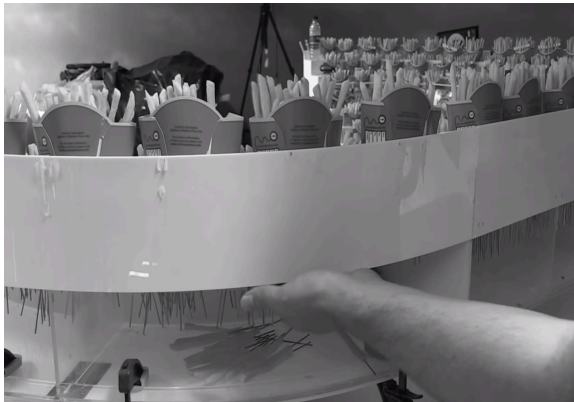
Using Advertising Studio “helped scale this campaign every day and reach millions of football fans in all of the target markets”

- Sumitra Balakrishnan, Paid Social Director, OMD

Behind the Scenes; Producing the Content

A creative team at OMD, Facebook, and McDonald's produced at least one new 15 or 30 second video per night, using a “handcrafted” look and feel that captured the key moment's of that day's matches.

Producers and directors met at 5:00 PM, and began shooting by 11:00 PM each night. By 6:30 the next morning, the ads were with McDonald's legal and corporate marketing for final approval.

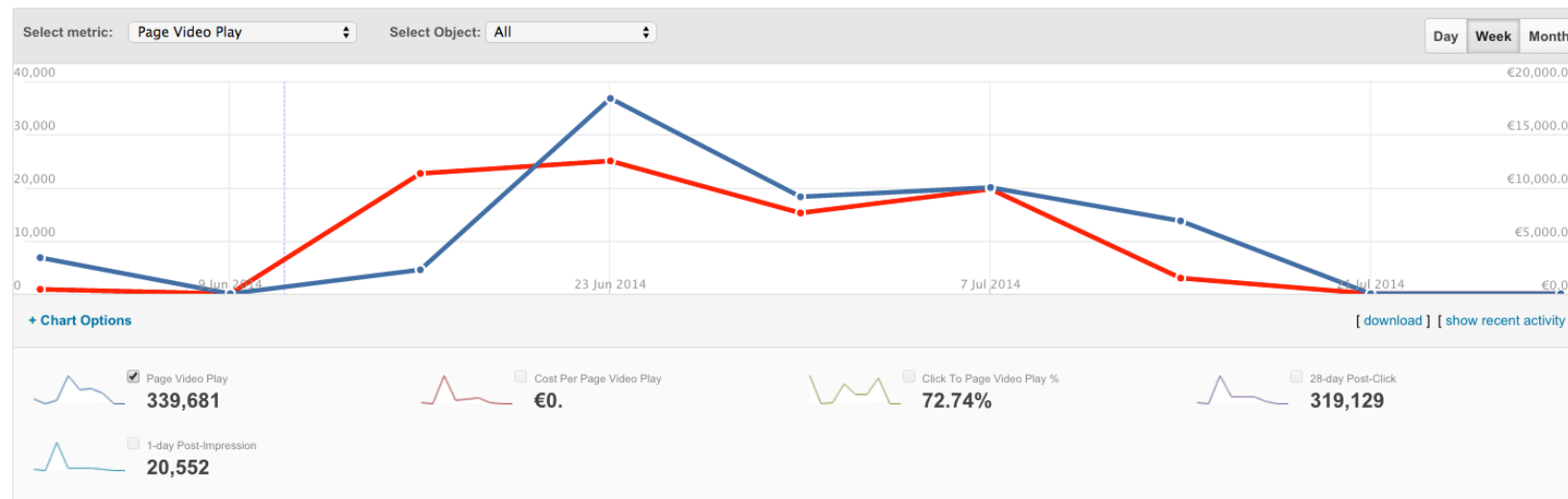


Using Advertising Studio

Successful ads, as measured by percentage of video views, were immediately scaled up and given more budget and reach while less successful ads were cut back.

Videos were highly targeted at specific demographics and audiences. For example, some audiences didn't receive videos of USA victories, and the Netherlands audiences were shown just videos of their own team.

Example metrics from a single group of ads in the campaign:



“OMD worked closely with Salesforce and the Advertising Studio self-service platform to track the success of individual videos and ads on Facebook.”

- Sumitra Balakrishnan, Paid Social Director, OMD

Italian Audience Focused Campaign




McDonald's advertised to Italians interested in a wide range of football related topics, ranging from “FIFA World Cup” to “FC Bayern Munich” to “Andre Pirlo” as well as topics related to McDonald's, such as “Chicken McNuggets” or “Big Mac”.

- Top performing ads included a #FryFutbol reenactment of Tim Howard's performance against Belgium and a global “Gol” ad.
- Generated a reach of 7.5 million

Italian Audience Campaign

FIFA WM™ 2014 - Halbfinale (Brasilien vs Deutschland)

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McDonald's Deutschland

Was für ein Sieg!!! Schau ihn dir gleich nochmal an! Mehr FryFutbol findet ihr hier <http://gol.mcd.com/> #FryFutbol

See Translation

Like · Comment · Share · July 8

8,833 people like this. Top Comments ▾

1,271 shares

Shared with: Public

Embed Post

Generated a reach of 7.5 million
467,000 clicks
340,000 video views
39,000 people liked the post
10,000 people shared the videos with their own networks on Facebook.

Germany Custom Audience Campaign



McDonald's targeted Germans who matched a custom audience they created for football-related ads. The campaign:

- Generated 11 million impressions, a reach of 4.9 million, 600,000 clicks, and 494,000 video views

Germany Custom Audience Campaign

Generated 11 million impressions
Reach of 4.9 million people
600,000 clicks
494,000 video views
30,000 people liked the post
3,000 people shared the videos with their own networks on Facebook.



Advertising Studio

Advertising Studio is an end-to-end advertising platform to reach your customers where they are across all digital advertising. Activate your customer data in Salesforce to securely and powerfully **reach your customers, find new prospects** with lookalikes, and **re-engage inactive users** in the customer journey. **Create advanced campaigns** and creative variations with sophisticated targeting and optimize them at scale across Facebook, Instagram, Twitter, LinkedIn, and mobile. **Enhance your email marketing** goals with advertising and coordinate campaigns with social, mobile, sales, and customer service efforts.

Please email adsmarketing@salesforce.com with any feedback or questions about this report.

For more Advertising Studio content, check out the blog: marketingcloud.com/blog

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Credits



This case study was a collaboration between OMD and Salesforce.

It is intended to educate and inform readers of the best practices of a Facebook advertiser while using a best in class advertising platform. All results reported are not indicative of future results but reflect the learnings of OMD and McDonald's running their campaigns over a pre-defined period.

Our thanks to OMD for their openness and continued partnership with Advertising Studio and the Salesforce Marketing Cloud.

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The case study was co-authored by Zachary Reiss-Davis, Product Marketing Manager with Advertising Studio and Sumitra Balakrishnan, Paid Social Director at OMD.

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Salesforce Marketing Cloud



The Salesforce logo is centered on a dark blue background. It consists of a light blue, multi-lobed cloud shape. Inside this cloud, the word "salesforce" is written in a white, lowercase, sans-serif font. The "s" is slightly larger and more prominent than the other letters.

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