



McDelivery

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The Issue &
Opportunity

The outbreak of COVID-19

 The State

COVID-19 shrinks SC budget \$50 million more but no need for cuts yet, forecasters say

... available before COVID-19 hit and prompted lawmakers to delay passing a budget due to uncertainty over the pandemic's economic impact .

6 hours ago



 Florida Trend

College Football in the COVID-19 Era: The Economic Impact ...

College Football in the COVID-19 Era: The Economic Impact of a Restricted Season. | 11/6/2020. Every year, the arrival of cooler temperatures signals the ...

5 days ago



 Charleston Post Courier

Richland County developing housing affordability plan amid ...

As the capital region braces for the long-term economic impacts of COVID-19, Richland County policymakers are doubling down on ef



 UpNorthLive.com

COVID-19 impact on local businesses highlighted during Business Expo

As part of the virtual event, an economic outlook summit was held to highlight the industry's latest trends, including the impacts of COVID-19 on ...

5 hours ago

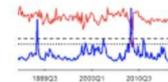


 voxeu.org

Economic consequences of Covid-19: A multi-country analysis ...

The Covid-19 pandemic is a global shock 'like no other', involving simultaneous disruptions to both supply and demand in an interconnected ...

3 weeks ago



Global real GDP growth (left scale)
Global real GDP growth (right scale)
Global real GDP growth (right scale)

Changes in Dining Habits

Nationwide lockdown

People are forced to stay at home and cook their own food

Then... people started to get weary of the limited dishes they could cook and juggling between work and food preparation



McDelivery

Food delivery apps thrive!
Excellent timing for McDonald's to expand its McDelivery service!

More importantly, people began to crave the food they always enjoyed before the lockdown!

Why take advantage of the opportunity?

- l. McDonald's has the most iconic and delicious meals that people crave almost ALL THE TIME!
- l. Increasing number of people ordering deliveries + the mature delivery system
- l. Opportunity for McDonald's to once again lead the fast-food industry - maintain the highest possible food quality as always!
- l. Food safety!



SWOT Analysis

Strengths

- Branding
- Standardized Process
- Expansive Network
- “Craveability” emotional connection

Weakness

- Unhealthy reputation
- Lack of differentiation
- Economic decline in main areas of revenue



Opportunities

- Expansion into delivery
- Healthier eating options

Threats

- Rising competition
- Changing consumer attitudes towards fast food
- Pricing of DoorDash and UberEats

A yellow paper bag, likely a McDonald's bag, is shown with the Golden Arches logo. The word "Insights" is written in a red, cursive font across the center of the bag.

Insights

Insights

- ▣ **People want to do and experience things that bring them happiness during this time**
 - The campaign must spark happiness in customers
- ▣ **People yearn for comfort and stability, especially during these uncertain times**
 - The campaign should build in a strategy that gives people the feeling of stability and comfort

#MemorieswithMcDelivery

- During this time, it's important to bring happiness to customers
 - People want to be reminded of good times and those memories
 - There is so much to worry about in the world, people should be able to escape to a time when they were kids and didn't have a care in the world
- Letting customers forget about their worries and “be a kid again” is a fun escape that we all need these days.
- Nostalgia is sentimental and reminds customers of good times



Campaign Goals



- **Raise the awareness of McDelivery among McDonald's customers**
- **Improve McDonald's reputation by adding credibility to McDelivery**



Campaign Objectives

- To raise awareness about McDelivery by 30% among young adults aged 18-35 within three months.
- To secure at least ten positive stories of McDelivery in national top authoritative media outlets (such as USA Today, Washington Post, CBS News) within six months.
- To reach 200,000 views on YouTube for the short documentary, which shows how McDonald's safely make meals in kitchen and deliver to consumers by following strict sanitary protocols, within a month.



Strategies

- **Focus on “Nostalgia” as the campaign’s core element**

Convey the key message of “being a kid for a few hours” with nostalgic emotions that resonates among young consumers.

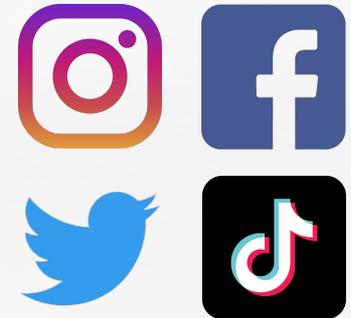


- **Use endorsement of influencers and celebrities to arouse public attention**

Leverage influencers to increase campaign awareness & exposure.

- **Choose social media platforms as the main battleground for the campaign**

Build the campaign on top of the most commonly used social media platforms such as: Instagram, Facebook, Twitter, TikTok etc.



- **Secure targeted media coverage of feature stories**

Make sure that feature stories about McDelivery and McDonald's are constantly in front of the public in authoritative media outlets.



- **Leverage spokespeople from McDonald's to add authenticity**

Use members of the senior management of McDonald's to address the significance of McDelivery to its customers.





Target Audiences

"Kelsey"



- 18-34 years old; male & female
- Lives with roommates
- Almost always home
- Tech-savvy, always on social media
- Easily influenced by social media
- Follows food trends
- Not price-conscious about food

Students Living at Home



- ❑ Over 18 years old; male & female
- ❑ Moved back home because pandemic
- ❑ Does online classes daily
- ❑ Stressed about moving back
- ❑ Misses friends and classmates
- ❑ Bored with home cooked meals
- ❑ Craves fast food like McDonald's

Night Owls



- ▣ 15-30 years old; male & female
- ▣ Lives with housemates/roommates
- ▣ Works remotely
- ▣ Lots of screen time
- ▣ Wakes up and stays up late
- ▣ Orders food towards EOD
- ▣ Prefers instant, easy, shareable food



Key Messages



**McDelivery is the go-to delivery service
that delivers your craveable favorites
straight to your door in a safe and
contactless manner.**



“Kelsey”

McDelivery is the go-to delivery service that delivers craveable favorites to accompany you, your friends, and your family at home.

Students Living at Home

McDelivery makes you feel like you are back on campus with friends, delivering your usual favorites instantly and easily.

Night Owls

McDelivery gets you your late night cravings and fixes your munchies in no time, delivering food to accompany you through the night.



Tactics

Paid and Shared Media

Social Media

Create ads across Instagram, TikTok, Facebook, Snapchat and Twitter promoting McDelivery in line with current activations and promotions.

Ads will continue our retro theme with vintage McDonald's clips and past marketing material.



Influencer & Celebrity Partnerships

Lifestyle and food influencers, featuring throwback celebrities from fan-favorite TV shows and movies from the 80s, 90s and early 2000s

- ▣ Speak to McDonald's target audience
- ▣ Various levels of followers
- ▣ High engagement rate
- ▣ Focus heavily on nostalgia and the emotions associated with McDonalds

Paid and Shared Media

Create a deep bench of Influencers from Micro, Mid-tier, and Macro influencers, with a few Mega influencers to help campaign awareness.

- ▣ Custom swipe up-links
- ▣ Hashtags

Micro (10-50k)



@vintagedollrisa



@_rayyaansari

Mid-tier (50-500k)



@jqlouise



@chloewise_

Macro (500k-1m)



@bradypotter



@missmangobutt

Mega (1m+)



@addisonrae



@sierrafurtado

Micro Influencer



Risa
Vintage fashion influencer

vintagedollrisa

Follow



205 posts

23.5k followers

1,756 following

RISA

Fashion, Kicks & Icy Details.

The looks: vintagedollrisa.com

The brand: @GDSBRAND™

vintagedollrisa@gmail.com

youtu.be/mQ61CuPgXFg



Mid-tier Influencer



jqlouise

Follow



2,055 posts

106k followers

1,979 following

JQ Louise - Food & Travel

📍 #Boston based #TravelBlogger

📧 @Forbes @digbos

📖 Author @thefoodcrawls

✉️ jqlouiseinfo@gmail.com

✈️ #TravelWriter #TravelWriting #Travel #foodietravel

digboston.com/theres-still-time-to-enjoy-a-fabulous-socially-distant-fall

JQ Louise

Food & Travel Blogger based in Boston

Previous partnerships: Dunkin, Perrier, and

YOTEL Boston



Liked by moderncurrency and 1,367 others

jqlouise New Year New Treat!

Enjoy any McDonald's hot drinks or desserts for \$1 with additional purchases thru McDelivery on UberEats or Doordash!

Download McDonald's app to stay updated with promotions!

#NewYearNewTreat#McDonald's#McDelivery#ubereats#door

[View all 52 comment](#)

Mega Influencers



addisonraee

Follow



399 posts

31.2m followers

603 following

ADDISON RAE

co-founder of @itembeauty

@shopaddisonrae @mamaknowsbest

youtu.be/6qREk4UcxQU

Addison Rae, 20

Followed by Gen Z

Known for her Tik Tok dance videos

69 million followers on Tiktok



addisonraee • Follow

Paid partnership with Ipsy



addisonraee • Wanna play I Spy?? Head over to @IPSY and look for this pic—I'll be hangin' with a few @itembeauty faves that you can WIN. Here's how the game works! #ad

Follow @IPSY
Comment with the number of products you see.
Tag a friend.
Bonus points: Share this post on stories.

Deadline to enter is 10/19/20 at 11:59 p.m. PST and the winner will be announced by 11/2/20. To enter this giveaway, you must be 18 years old or older and a resident of the U.S. or Canada. Good luck to the winners of



Liked by gllarez and 2,783,181 others

OCTOBER 16

Add a comment...

Post

Paid and Shared Media

Celebrity Partner: Will Smith

Continuing with the theme of nostalgia, we believe that partnering with a celebrity for all major activations will be a great way to engage new and old fans with our throwback events.



- Well liked, popular and wholesome public image
- Very nostalgic association through his films and *Fresh Prince of Bel Air* fame
- Can also incorporate his children to help bridge the gap between older and new

Earned Media

Consumer

- ✦ Pitch consumer media outlets with stories featuring research behind the power of emotions associated with food, connecting that research with the feelings of craveability and nostalgia of a McDonald's meal. Feature celebrity partners and influencers eating their favorite meals and highlight the memories they associate with them.
- ✦ *Buzzfeed, Cosmopolitan, Teen Vogue and Elite Daily*

Business

- ✦ Pitch media with stories featuring a diverse range of McDonald's top executives eating their favorite McDelivery Meal/Snack and what it means to them in both their career and the feelings that they associate with it. Feature up-and coming younger McDonald's executives or team members, as well as women and POC
- ✦ *Forbes, Fortune, Fast Company, and Industry Week*

Trade

- ✦ Pitch fast food trade magazines exclusives with McDonald executives talking about the future of take-out after COVID, the importance of meal delivery partnerships, and actions McDelivery takes to protect food couriers
- ✦ *QSR, Fast Casual, National Restaurant Association, and National Restaurant News*

Earned Media

Top-Tier General:

Pitch top-tier high level outlets with updates regarding McDonald's pivot during COVID-19, highlighting the brand's successes in navigating the pandemic with its franchise partners and charitable donations to front line workers. Outlets should include Washington Post, USA Today, Good Morning America, CBS News

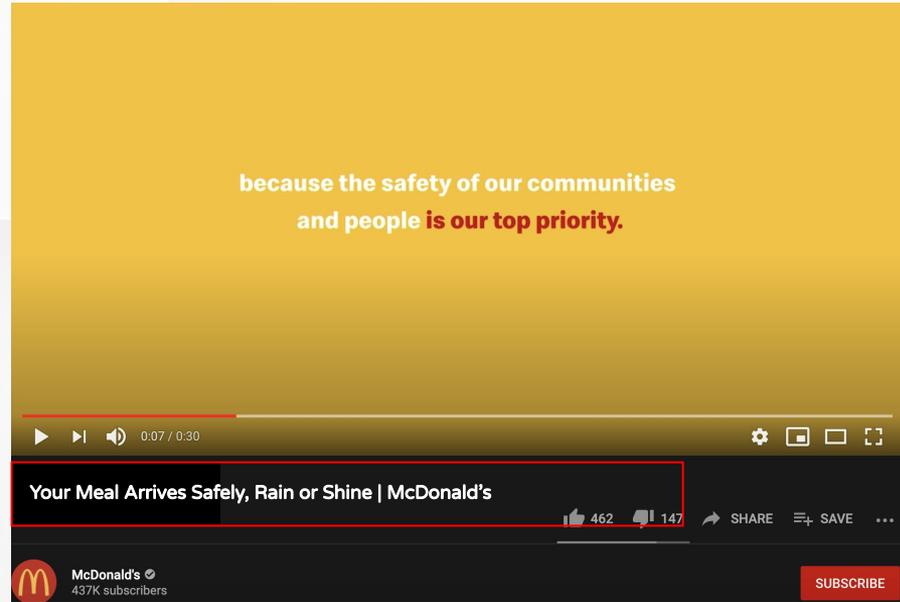
Video Outlets:

Collaborate with Bon Appetit Test Kitchen YouTube Series (or similar) to recreate childhood McDonald's favorites, then having the original delivered through McDelivery. Produce content with both the BonAppetit team and a celebrity/influencer spokesperson. BuzzFeed produces similar video content.

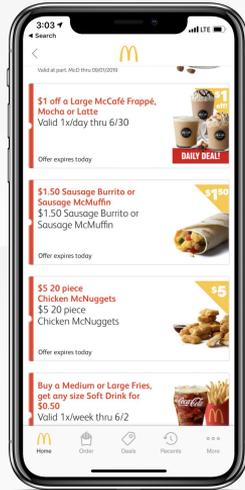
Owned Media



- Create a YouTube video that details the processes and safety procedures each McDelivery order goes through before it gets to customers.



Owned Media



Feature occasional deals in line with current activations.



Tik Tok

Feature content of executives posting TikTok videos of their daily activities, favorite McDonald's product, driver videos of safe deliveries, clips from McDonald's in the Movies, etc.

Activations

- **Delivery Driver Masks:** Provide all UberEats and DoorDash drivers who deliver McDelivery with safety masks to be used during order drop off.
 - Protect food couriers
 - Reassures the customers



- **Certified McDelivery Sticker:** McDelivery already uses a sealing sticker on McDonalds bags, but to help bring brand awareness for McDelivery, all orders for drive-thru customers will feature a retro “McDelivery” sticker reminding them of the potential to order from the convenience of their home
 - Helps build brand awareness
 - Continues to build on the nostalgia theme



Activations



Merchandise

Exclusive themed merchandise - shirts, hoodies, beanies that relate the current promotion and that feature the McDelivery logo. Merch will be sent to our influencer partners to wear during some of their posts, and can also be used during giveaways or during McDelivery Activations. Leaning into our nostalgia/retro theme, merch will feature retro McDonald's designs.

McDelivery "Happy Hour"

One of the “key events” will be a 2-month “Happy Hour” with discounted McDelivery prices and reduced delivery fees from 4-7 pm every weekday and 6pm-12 am on weekends during the run. Leaning into our campaign’s theme of nostalgia, all packaging on McDelivery Happy Hour Meals will be in vintage McDonald’s wrapping from different decades and will feature fun trivia facts for greater social media shareability. This will be our Launch Event for the McDelivery campaign and will run from late December through February.



Activations

New Year New Treat

- Dec. 29 2020 - Jan 2 2021
- Pitch to Food and Beverage journalists
- Promotion: All McDelivery desserts/hot beverages will be \$1 with additional purchase. Promotions will use retro McDonald's ads from other years ending in 1- 2001, 2011, etc. to continue out nostalgia theme.

Valentine's Day

- Special McDelivery promotion: 2 for 1 meal, or a free ice cream with the purchase of a meal for singles.
- Promotions for this event will focus about remembering their first time - trying a Big Mac or French Fries.



Activations

St. Patrick's Day - \$1 McFlurry Special

McDelivery promotion during St. Patrick's Day, offering \$1 McFlurry with any \$5 McDelivery purchase. The offer will be exclusive to McDelivery. Influencer and celebrity posts to be themed with this activation leading up to and on March 17.



Activations



**We're
having
a
BBQ!**

It's lean...it's tender...it's like a barbeque on a bun without the bones. **McRIB**—a boneless pork sandwich simmered to perfection in our own sassy hickory-style BBQ sauce. Served up on a freshly baked homestyle roll garnished with pickles and onions.

McRib is a registered trademark of McDonald's.
© 2019 McDonald's Corporation. MCD 400-100 0000-019 1P 01/19
Please see United States of America

National Prime Rib Day - McRib Delivery Discount

From April 25-30, every McRib purchase through McDelivery will have a discounted delivery fee. Social posts for this promotion will feature vintage McDonald's McRib commercials.

Activations

National Milkshake Day - Discontinued McFlurries for \$1

From June 18-23, McDonald's will celebrate National Milkshake Day by bringing back a range of discontinued McFlurries from the past decade, for only \$1 with a McDelivery purchase.



Activations

Celebrity Meal/Figure

Similarly to the highly successful J.Balvin Meal, offer an exclusive celebrity Will Smith meal for a limited time only on McDelivery before being offered in-restaurant. Customers love the idea of exclusivity and limited-time only deals, so offering the meal for a limited time through delivery prior to in-store purchase will help create brand loyalty and drive purchases. With purchase of Will Smith meal, customers will receive one of ten figures, incentivizing purchase of the meal and potential posting of the McDelivery order.





Key Performance
Indicators

KPIs

- ❑ Social media engagement (positive comments and likes) on McDelivery-related posts increase by 30-40%
- ❑ 25-35% increase in use of #McDelivery hashtag with positive user-generated content
- ❑ McDelivery sales increase by 20-30%
- ❑ 10+ positive stories about McDelivery in national media outlets
- ❑ 200,000+ views on YouTube video with positive sentiment and engagement, receiving 1000+ comments and 500+ likes





Timeline & Budget

Timeline

	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
ACTIVATIONS	- LAUNCH, McDELIVERY HAPPY HOUR - NEW YEAR NEW TREAT	- McDELIVERY HAPPY HOUR CONTINUES	- McDELIVERY HAPPY HOUR - VALENTINES DAY	- ST. PATRICKS DAY	- NATIONAL PRIME RIB DAY	- WILL SMITH CELEBRITY MEAL	- NATIONAL MILKSHAKE DAY
EARNED MEDIA		TOP TIER	CONSUMER	BUSINESS		TEST KITCHEN	TRADE
INFLUENCER PARTNERS	ONGOING	→					
OWNED MEDIA		- YOUTUBE DOCUMENTARY - McDONALD APP	APP ONGOING	→			
MASKS	ONGOING	→					

Budget

McDelivery Budget		
Heartwarming Video		
Item	Price Per Unit	# of Hours
Pre-Production Cost (Concept, Storyboard, Script Writing)	\$250	10
Actors	\$150	16
Director	\$2,500	16
Cameraman/ DOP	\$175	16
Editor	\$150	16
Post-Production (Graphics and Motion Graphics)	\$150	25
Voice-over/ narration		
Voice Actor	\$1,500	5
Sound Studio	\$1,000	6
Shooting Location: Studio	\$2,000	16
B-Roll Footage	20% of the total cost	
Camera and Lenses Rental (Full Featured Cinema Camera)	\$2,000	16
Production Equipment (Track Dollies, Motion Rigs etc)	\$75	16
Crew (Field Production Engineers/ Lighting Technicians)	\$50	16
Set, Props, Equipment	\$200	
Telerpompter	\$400	8
Hair/make-up	\$60	10
Total		\$137,350
Collaborations with Influencers/KOLS		
Type of Influencers	Price Per Post	# of Influencers
Micro Influencer (10,000 to 50,000 followers)	\$500~\$3,000	20
Mid-Tier Influencer (50,000 to 500,000 followers)	\$3,000~\$8,000	15
Macro Influencer (500,000 to 1 million followers)	\$8,000 ~ \$20,000	15
Mega Influencer (Over 1 million followers)	\$20,000 ~ \$50,000	2
Total		\$362,500

Collaborations with Celebrities		
	Price Per Post	# of Celebrities
Will Smith	\$350,000	1
Total		\$350,000
Advertisements		
Type of Ads	Price Per Ad	# of Ads
UberEats/DoorDash - List McDelivery as "Popular Near You"	\$600/ 1,000 impressions	100
Tik Tok Full-Screen Ad	\$120,000	1
Total		\$180,000
Giveaway Gifts		
Type of Gifts	Price Per Gift	# of Gifts
Certified McDelivery Stickers (5 cm * 5cm round stickers)	\$0.04/ 10 stickers	200,000
McDelivery LOGO Printed Masks (reusable cloth masks)	\$0.48	100,000
Keychains (5cm in height)	\$0.20	200,000
Celebrity Action Figure	\$1	150,000
McDelivery Packaging	\$0.01/10 paper bags	250,000
Total		\$195,850
Hoodies, Shirts, Beanies For Influencers		
Items	Price Per Item	# of Items
McDelivery LOGO Printed Hoodies	\$15	100
McDelivery LOGO Printed Shirts	\$10	100
McDelivery LOGO Printed Beanies	\$5	100
Total		\$3,000
Sum Total		\$1,228,700



Thank You!
Questions?