

WE INCREASED STORE VISITATION FOR MCDONALD'S

When McDonald's wanted to increase visitation to stores in the Garden State, they turned to OUTFRONT to help them understand how their out of home advertising efforts impacted this key metric. This is what we found out from a study we commissioned in partnership with Reveal Mobile (fka Mira).

STRATEGY & TACTICS

- **Market:** New Jersey
- **Ad formats:** Posters and digital bulletins
- **Campaign duration:** May 2 to September 8, 2022
- **Methodology:** Pre vs. Post/Control vs. Exposed

HIGHLIGHTS & RESULTS

- An increase in visits to McDonald's locations was correlated with exposure to OOH advertising.
 - The group exposed to OOH ads saw a visitation rate increase of 135.45% (going from .66% to 1.71%) while the control group's visitation rate remained almost flat at 15.08% (only going from .73% to .75%).
- This means that the exposed group was 120% more likely to visit a McDonald's than the control group.
- Furthermore, the visitation rate among the exposed group continued to grow throughout the duration of campaign, indicating that campaigns of longer duration (4+ weeks) are likely to be more impactful than shorter ones.

SOURCE: MIRA

DISCLAIMER: OF COURSE, THE RESULTS OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY (CLICK-THROUGH OR SECONDARY-ACTION RATES), OR REVENUE. THIS STUDY WAS CONDUCTED IN PARTNERSHIP WITH MFOUR.

