

Statutory Warning



**This presentation is likely to induce
hunger pangs**

**The presenter takes no responsibility
for the same**

“Breakfast With Malishka & Nitin”

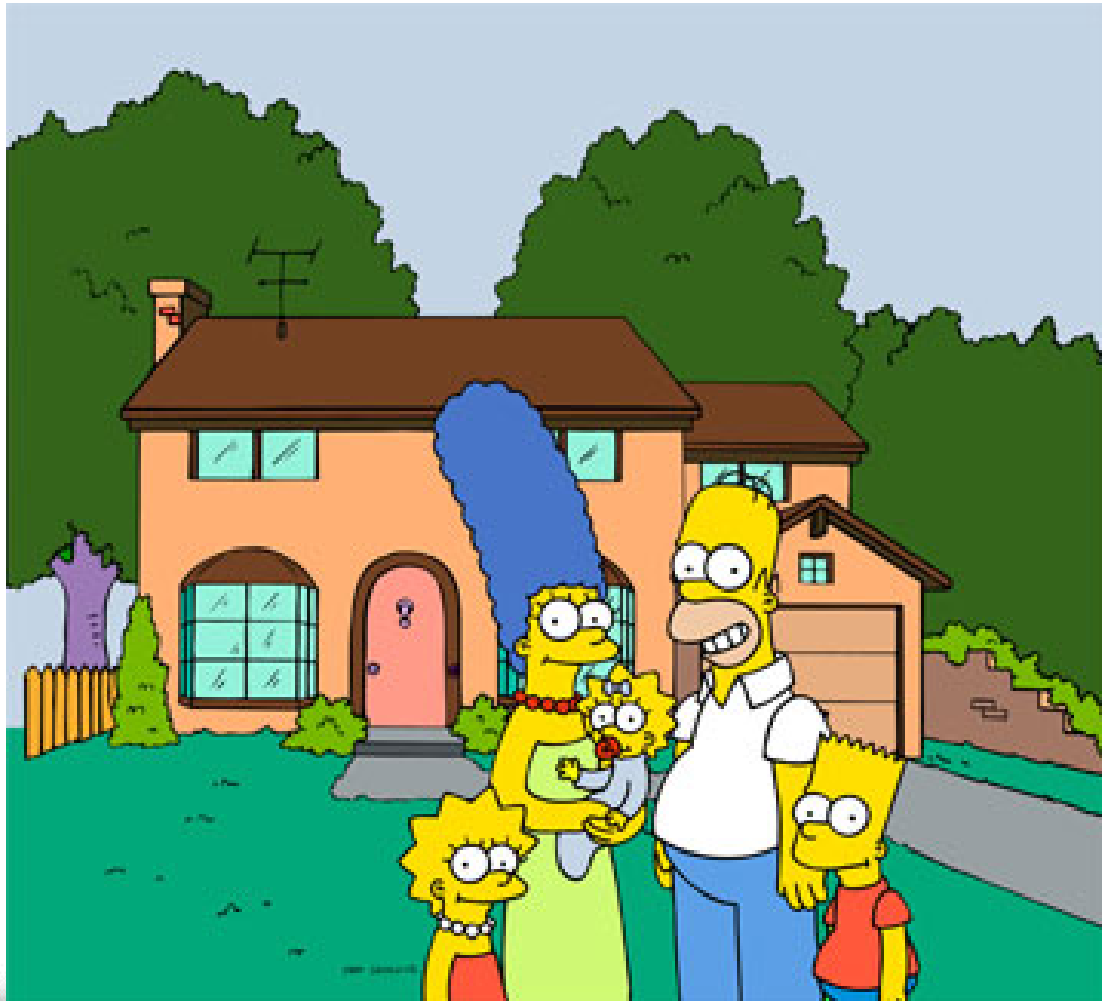
McDelivery

(McDonald’s home delivery service)

Best Media Innovation Radio

**Why do we go to
McDonald's !?!**

Meet the Gupta's...



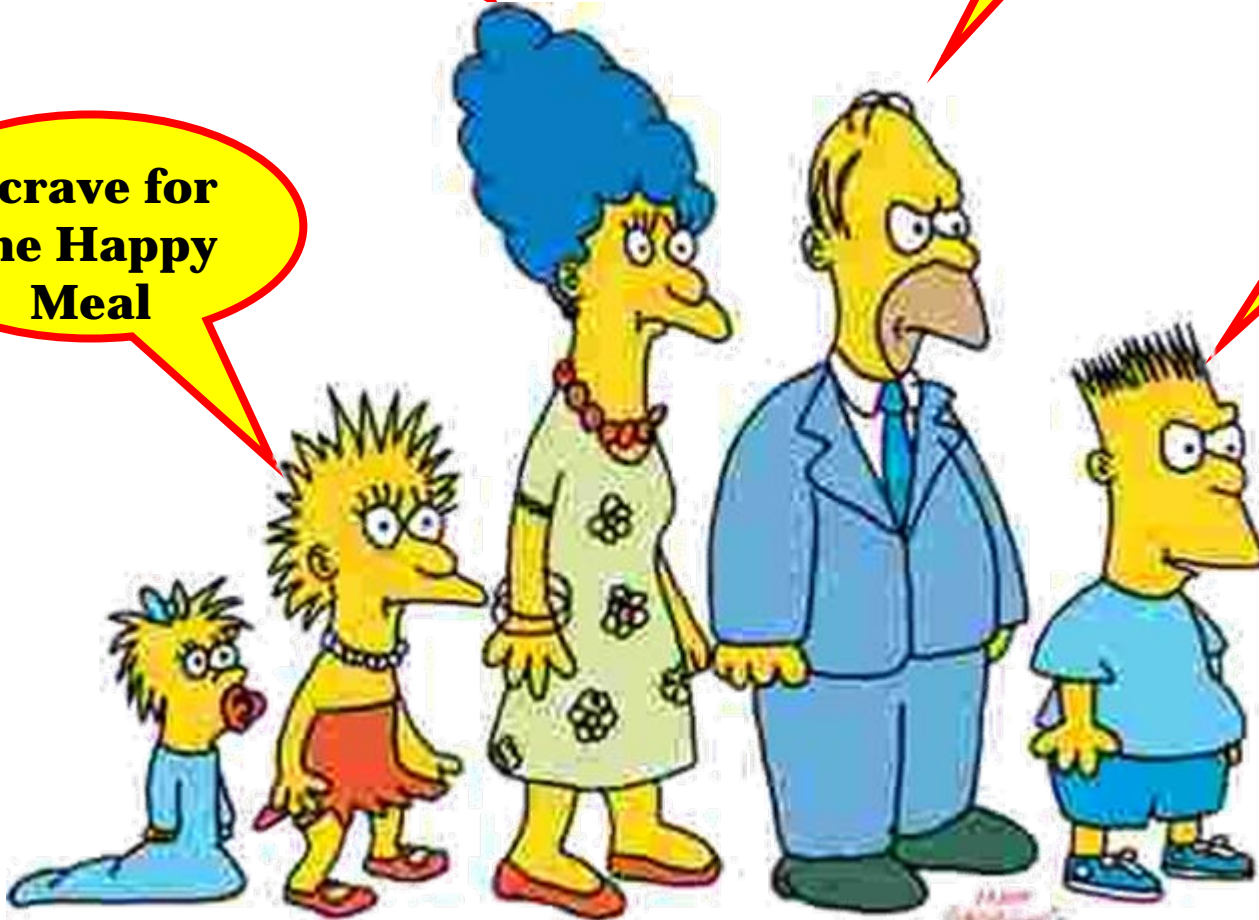
**What do the Gupta's enjoy at
McDonald's???**

**McChicken
is my
favourite**

**I Love Filet
O Fish**

**I cant resist
the french
fries**

**I crave for
the Happy
Meal**



What Gupta family enjoys the most is “McDonald’s experience”...

**& That’s
the
challenge**



McDonald's is "NOT
JUST A PLACE FOR
GOOD FOOD",
but is also about
"THE EXPERIENCE"

McDonald's

Vs

McDonald's

In-store

Vs

Home

Excitement

Vs

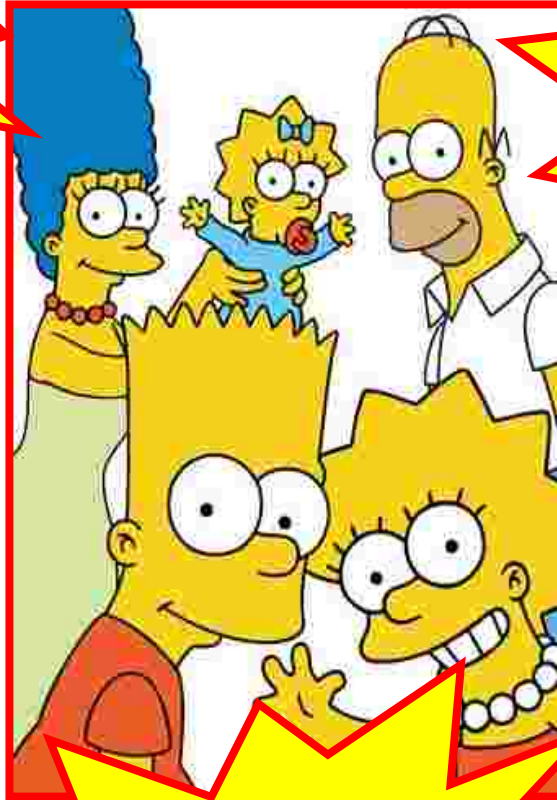
Convenience

McDelivery's path to success was wounded by the apprehensions of the Gupta family..



They feared ordering at home would mean losing the McDonald's store experience

**Establish
fun and
convenience**



**Deliver in
store
experience
at home**

**Life Style
Positioning**

Media Insight

The intrinsic brand proposition can be demonstrated best on media when its

- Involving
- Impromptu
- Real time
- & exhibited by “somebody like me personality”

The Question was **WHAT** could
motivate the Gupta's to bring home
the McDonalds experience

Radio to the Rescue

Generates WOM

Aural description
Stirs images



RJ credible &
Identifiable
endorsers

Momentum and
scale of a drive

Interactive
medium

Media Solution

Reality form of Advertising on Radio

**Recreating the occasions, gatherings
and fun of McDonald's on Radio**

Creating sensorial persuasion of the brand



Personifying the McDonald's experience,
within the comfort of the Gupta household

Red FM partnered in McDonald's effort by
lending the support of their most popular
RJ's



+



A One hour segment
“Breakfast with Malishka and Nitin”
was designed in Mumbai and Delhi for an
entire month during
the Morning Prime-Time

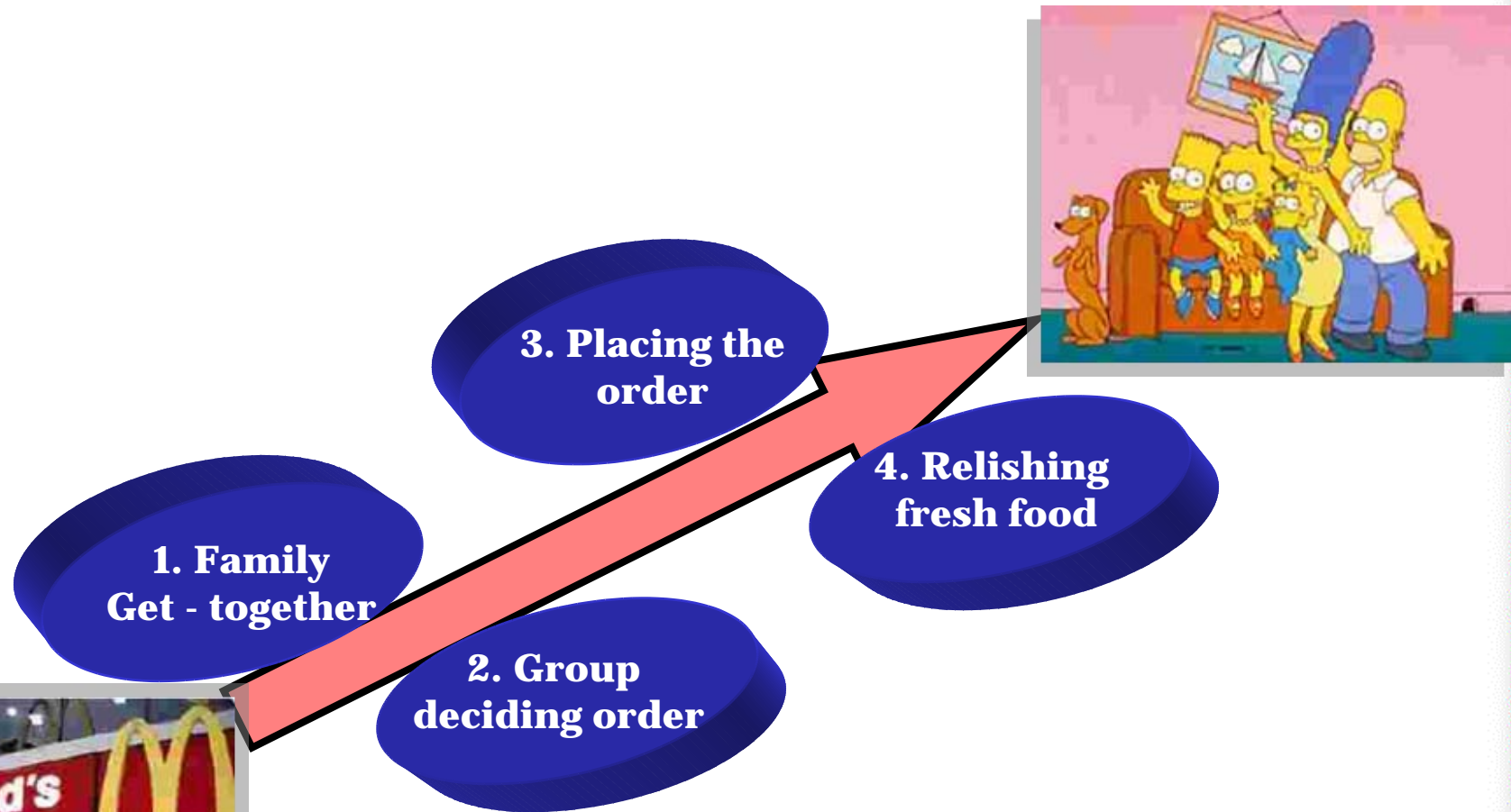
Execution

- RJ Nitin and Malishka call for entries from listeners – “Moment of Fame”
- RJ along with listener placing live order

Execution

- **Emulating aural simulation through the sensory.**
- **A first person experience of the service**
- **High saliency for the helpline number and spotlight on key product offerings**

Path from McDonalds in-store to Home Experience




**What makes this idea a
winner ???**

**Over 20% growth
in McDelivery
service call-in was
registered within a
week launch of the
activity**



**McDelivery
Brand scores
went up by 20%**



**A live/ real
time service
demonstration
on radio**

**NON-SERMONIZING
MESSAGE**

**Absorption at the
DISCRETION of the
consumer**



**Over 1800 SMS
requests were
received for
participation in the
very 1st week of the
contest**

Gupta family began ordering
McDonald's food at home...

Bringing home the “Mc
experience”



Next time hunger strikes
...remember McDonalds
experience is just a phone call
away.

Please call 66000666 for McDelivery

Thank You