

ENGAGE & RESONATE

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MCCAFÉ SUSTAINABLE COFFEE JOURNEY

PEOPLE NEED COFFEE. NOW COFFEE NEEDS PEOPLE.

By 2050, the land area suitable for coffee farming is expected to be cut in half. And, in just 5 years, Colombian coffee production dropped a staggering 33% due to inclement weather patterns. It also takes 37 gallons of water to grow and process the beans to make just 1 cup of coffee.

In an effort to illustrate how climate challenges threaten coffee production, McDonald's, and their PR agency Golin, tapped Engage & Resonate to create a South American coffee farm experience in downtown Chicago... during the frigid month of November.

The goal? To give visitors a first-hand unforgettable look at why McDonald's has committed to sustainably source 100% of its coffee worldwide by 2020. And how they've invested millions to help coffee farmers navigate changing environmental conditions and ensure a sustainable supply of coffee for future generations.

THE JOURNEY.

Recreating an overnight pop-up coffee farm on the streets of Chicago, in the middle of winter, is no easy task. Especially when that street happens to be Michigan Avenue. You need sound logistics, production prowess that is second to none, the ability to quickly and flawlessly overcome any obstacles you encounter, and strong relationships with the best suppliers in the business. That's where E&R steps in. We make even the most difficult experiential activation come alive in a way that seems almost effortless. Insider tip... it's not!

For this activation, we sourced, secured and managed the following areas of production: overall farm design, authentic and indigenous Arabica coffee trees and other tropical foliage from nurseries in Southern California, non-stop and direct climate-controlled freight logistics over four continuous days to ship in our delicate trees and foliage, a landscape architect to help design our farm as authentically as possible, a custom fabricator of our farmhouse/bar and interactive vignettes, a top chalk artist to inject a custom flair into all of our signage, heavy equipment, HVAC, electric, and other various suppliers.

THE IMPACT.

During our single day of activation we welcomed over 1200 visitors and served them over 1100 sustainably sourced McCafé cups of coffee. These visitors took 134 branded photos of their coffee farm tour and 90%+ shared these across their social networks. Over 13,000 pedestrians came into contact with our experience and we garnered over 80,000 drive-by impressions. Social posts to date (2 weeks) have received over 205,000 views, 20,000+ likes and 672 people have directly joined in on the conversation.

And, just as importantly, we donated, recycled or reused over 98% of the trees, materials and other supplies used in the creation of our farm.

THE JOURNEY CONTINUES...

At McDonald's, they're on a sustainable coffee journey so customers can feel good about enjoying their next cup of delicious McCafé coffee. Engage & Resonate was there to provide a visually and emotionally impactful opportunity for both media and attendees to promote the brand in a sincere and positive fashion within their networks.

