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CAMPAIGN: MCDONALD'S GOL!
 CLIENT: MCDONALD'S CORPORATION
 AGENCY: THE MARKETING STORE

SPONSORED CONTENT

PROMO TOP Shops

CASE STUDIES

MCDONALD'S GOL! 2014 WORLD CUP ACTIVATION

For the 2014 FIFA World Cup, The Marketing Store created a headline grabbing global promotion that would change McDonald's iconic red fries packaging worldwide for the first time. The idea united packaging, digital and mobile to connect with McDonald's consumers and celebrate the FIFA sponsorship.

While the target audience was global and extensive, McDonald's desire was to better communicate with Millennials. "It's a generation that loves art, loves unique customization, loves expressing itself and, of course, loves McDonald's french fries," said Matt Biespiel, McDonald's senior director of global marketing. "Millennials also love gaming and technology so we looked at how we could bring those in. The idea was to use art in a way we hadn't before, using the french fry box as a canvas. Once we had that idea, it sort of took on a life of its own." He credits agency The Marketing Store with initially developing the artwork concept.

The idea was to incorporate art in a way McDonald's had never done before. Handing over one of McDonald's most cherished and visible assets – the red Fry Box – to create a canvas and digitally bring the art to life through Augmented Reality. The Marketing Store and McDonald's worked together to review the work of 500 artists from around the world, then commissioned 24 from diverse backgrounds to create their interpretations of the beautiful game. Ultimately, 12 artists and artworks were chosen for the world to forever remember as exciting pieces of McDonald's history.

Artists commissioned for the artwork on the fry boxes include David Spencer from Australia; Eduardo Kobra from Brazil; Tes One from the U.S.; Mugluck from Canada; Hua Tunan from China; Ben Mosley from England; Skwak from France; Roman Klonek from Germany; Doppel from Japan; Egor Koshelev from Russia; Adele Bantjes from South Africa, and Martin Sati from Spain.

Once customers download the McDonald's GOL! App they are ready to play a game by holding the screen of their mobile device up to the front of the McDonald's fry box. The device and

app recognize each fry box's individual artwork and prompts a unique experience within the game that was developed by partners DDB, Qualcomm and Trigger. As the artwork recognition takes place, a soccer pitch appears within an interactive scene on the screen. The app transforms the packaging into a realistic soccer field, where players try to flick a ball into the fry box, which acts as a goal.

So, how did The Marketing Store make the difference to this promotion? With an execution of over 1.5 billion packaging



pieces delivered to 119 countries worldwide at essentially the same time, the agency pulled off the largest global sponsorship activation in McDonald's history. In other words, we succeeded in our GOOOOOOOOOOOOOOOLLLLL! of uniting McDonald's and the passion of FIFA World Cup Brazil in virtually every market across the globe.