



LEVERAGING TIME OF DAY CONTEXTUALIZATION TO INCREASE ADVERTISING ENGAGEMENT AND SALES

HOW MCDONALD'S USED ELAN MEDIA
AND QUIVIDI TO CUT THROUGH
THE CLUTTER AND DRIVE SALES

Quividi

BACKGROUND

ELAN Media is a leading company specialised in crafting innovative communication and advertising landscapes across a mix of media channels to engage consumers and energize brands.

ELAN Media is committed to driving innovation and excellence in advertising to become a first-class regional media company. It combines diversified advertising platforms including Digital, and Static Out-of-Home, Cinema, and Online to deliver effective advertising and creative opportunities for brands.

In Qatar, they have deployed a smart screen network, equipped with Quividi's Audience & Campaign Intelligence platform, across two of the country's leading shopping malls: Mall of Qatar and Doha Festival City.

McDonald's is the world's leading global foodservice retailer with over 39,000 locations in over 100 countries.

In Qatar, the restaurants are owned and operated by local company Al Mana Restaurants & Food Co. The chain today has more than 27 restaurants, including one in Mall of Qatar (MOQ) and two in Doha Festival City (DFC), and over 600 employees, across the country.

Quividi is the pioneer and World #1 audience & campaign intelligence platform for DOOH & Digital Signage, with 600+ customers analyzing billions of shoppers every month, across tens of thousands of screens.

Brands use Quividi to turn DOOH & Digital Signage into a powerful medium, boosting engagement, traffic and sales. With our platform and data science, marketers have the unique ability to test, measure, optimize and deliver data-driven contextualized content to best engage and convert audiences, while respecting privacy.

OBJECTIVES

McDonald's, ELAN Media and Quividi wanted to join forces to **demonstrate the impact of a DOOH campaign that leverages time of day contextualization** on advertising engagement and restaurant sales. Different McDonald's creatives would be played at different moments of the day to engage shoppers when it's thought to be the most impactful.

The campaign would run on ELAN's smart screen network in both Mall of Qatar and Doha Festival City, where McDonald's operates a total of three restaurants.

McDonald's had never advertised in malls nor on ELAN's smart screen network before. No other advertising mechanism or in-outlet messages related to the advertised products would be planned, providing a «clean» attribution context for this campaign.

PLEASE PROVIDE A PHOTO OF A MCDONALD'S RESTAURANT IN ONE OF THE TWO MALLS



PROJECT

McDonald's ran a 3 week campaign, featuring 6 creatives which each had a product offering contextual to the time of day. The creatives were specifically designed to engage with the malls shoppers and push footfall immediately to the McDonald's outlets.

Creatives were played throughout the day, during a 2,5h slot:

- in the morning, shoppers were presented with advertisements for a Breakfast Menu (from 08:00 to 10:30) and for a Double Cheeseburger (10:30 to 13:00);
- in the afternoon, they were engaged with creatives for a Donut & Coffee (13:00 to 15:30), an Iced Spanish Latte (15:30 to 18:00), Strip Wraps with a Buy One Get One Free offer (18:00 to 20:30) and in the evening for a Chickenburger (20:30 to 23:00).

Quividi analyzed the impact of the contextualization on advertising engagement, specifically on the conversion ratio (i.e. the ability to convert passers-by into watchers) and the attraction ratio (i.e. the ability to maintain watchers' attention).

Simultaneously, McDonald's collected and shared the sales results of advertised products and compared them with a control base (i.e. the sales numbers of the same products, five weeks prior the campaign) in order to measure any increase or decrease.

MCDONALD'S CONTEXTUAL CREATIVES



RESULTS

McDonald's contextualized campaign managed to significantly cut through the clutter, as the creatives not only outperformed other content shown on ELAN's smart screen network at the same time but also **overperformed the network's conversion ratio and attraction ratio averages, by +18.5% and +10.1% respectively.**

This performance resulted in **significant sales increases**, with an **overall upliftment by 30% and 25%** for the two McDonald's restaurants at Dubai Festival City, and **by 11%** for the outlet in Mall of Qatar.

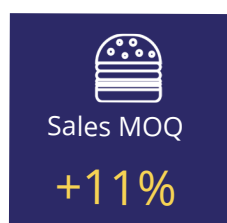
The most impactful creatives delivered even more impressive results, with **sales growths of +57% for the Strip Wraps** in Mall of Qatar and of **+113% for the Double Cheeseburger** at Dubai Festival City North.

The results demonstrate the **unique ability of ELAN's smart screen network, powered by Quividi, to capture and convert shoppers' attention** while on their path to purchase, and **drive traffic and sales for the mall tenants.**

INCREASE IN AD ENGAGEMENT



INCREASE IN UNIT SALES OF ADVERTISED PRODUCTS



“ XX XX Marketing Manager – Al Mana Restaurants & Food Co. /
McDonald's Qatar
blablabla

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“ Tim Hufford – Media Sales Director - ELAN Media
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