

Love my Idol

Agency: OMD

Client: McDonald's

Campaign

Leveraging McDonald's sponsorship of the Australian Idol series, this campaign set out to remind customers of their all-time favourite McDonald's foods by using music to tap into people's passions. First, research was conducted to find Australia's top ten favourite songs of all time. Based on this information, OMD then created a "Love my Idol" section as one-stop-shop to access McDonald's sponsored content on the Australian Idol site. A discussion thread grew organically throughout the campaign, providing Idol fans a place to talk about their 'most loved' songs and to guess Australia's top ten songs to win a \$50,000 major cash prize. Weekly clues were given during Australian Idol broadcasts and as the competition narrowed, viewers tuned in to hear the Australian Idols and judges sing the order of Australia's top ten favourite songs.

Results

The Love My Idol campaign achieved 13,216 unique individuals trying to crack the clues and 135,902 page views of the promotion.

While not everyone agreed on Australia's top ten favourite songs of all time, which ranged from Bon Jovi to Queen, no one could deny the success of the campaign and the judges were impressed by OMD's campaign which used strong television involvement to direct consumers to the online content.

Challenge
Become number one sponsor of Australian Idol.

Strategy

- Connect with the McDonald's 'i'm Lovin' it' advertising and get people thinking about things they love.
- We asked a question that we knew excited people. What is your most loved song?
- The idea was brought to life with a consumer promotion supplemented by engaging in-program and online content.

Results
McDonald's went from being the third most recalled sponsor in 2007 to the number one in 2008, 43% higher than any other brand mentioned.

Love my idol
more to love...
Bohemian Rhapsody
Queen

Above: 1000 discuss their most loved songs @ mcdonalds and judges sing top ten songs @ mcdonalds

