

NAVTEQ Media Solutions™ Case Study

McDonald's is lovin' the results of their location-aware ad campaign with NAVTEQ

McDonald's achieves a 7% click-thru rate with 39% clicking to route them to the nearest McDonald's restaurant

McDonald's Finland wanted to test the impact of a location-targeted mobile ad campaign on driving foot traffic into their locations. The goal of the campaign was to entice mobile-connected consumers to come to a nearby McDonald's restaurant.

The plan called for targeting consumers within a certain distance of a McDonald's restaurant with a location-aware ad heralding a special offer, which would in turn trigger a mobile map and directions to the nearest restaurant. Together with NAVTEQ, the leading provider of map, traffic, and location data, McDonald's demonstrated that location-based advertising is a powerful means of converting a mere passer-by to a paying in-store customer.

“ We are thrilled with the results from this campaign. NAVTEQ LocationPoint proved that location targeted mobile advertising does indeed drive foot traffic into our restaurants. Targeting consumers when they are near our locations and then navigating them right into our stores is powerful marketing for McDonald's. ”

— Tomi Wirtanen
Head of marketing,
McDonald's Finland



Enabled by NAVTEQ LocationPoint™ Advertising, McDonald's delivered location-relevant mobile ads to users of Nokia Ovi Maps when they were within five miles of any of McDonald's 82 restaurants in Finland. The ad campaign promoted a McDonald's cheese burger for 1 euro, resulting in a solid, measurable ROI, a 7% click-thru rate. Consumers clicked on the ads to see promotion details and receive directions to the nearest store location. Of users who clicked through, 39% selected the click-to-navigate option which offered "drive to" or "walk to" navigation to the nearest McDonald's location.

One of the most important objectives for a retail marketer is getting people to walk in the door. Location targeting combined with click-to-navigate functionality in a mobile campaign like this one is transforming mobile into a direct response channel for brick and mortar advertisers like McDonald's.

Good advertising moves people.
Great advertising moves with them.

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