

McDonald's Snack Wrap Case study

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Challenge

Most customers visit McDonald's to purchase a meal for themselves or their family. However there are times when they would like an individual snack that can tide them over until they have time to eat a full meal.

When snacking, consumers communicated that they would like their selection to fulfill the following needs:

- Substantial enough to make me satisfied.
- Have great flavor and quality
- It has to be portable for snacking on-the-go
- It has to fit my budget.

Objective

To craft creative executions in Print, Radio and Television media that would create awareness and drive trial of the new Snack Wrap.

Obstacles

- Assure an avid snacking target that the product is worth trying from a price, quality, and taste perspective.
- Deliver a totally new snacking option to the McDonalds consumer that is outside the normal set of options found at quick serve restaurants (i.e., fries, desserts)

Results

McDonald's launch of Snack Wraps was a clear success. Snack Wrap sales exceeded projected forecast by 18%. Snack Wrap sales exceeded test market results by 21%. Snack Wrap sales increased 72% with national advertising versus the non-advertised "soft-sell."

Moreover, the Snack Wraps advertising clearly resonated with the snacking-heavy African-American Consumer Market (AACM), and moved consumers to try the new Snack Wrap.

The AACM scored 70% higher than the established baseline for message awareness. This translated into a 90% increase in participation versus established base line. Within the targeted space, the AACM TV spot "Ballers" achieved higher than baseline numbers for likeability, relevance, attention grabbing, visitation and product appeal.