

## MAILER:

McDonald's

## OBJECTIVE:

McDonald's faced the challenge of increasing brand loyalty and a stronger customer base of Asian American consumers in select Texas markets.

## SOLUTION:

eTargetMedia implemented a targeted and highly effective email marketing campaign segmenting an audience of Asian American consumers with a fast food and quick serve restaurant profile to reach with messaging strategically timed around the FIFA World Cup promotional offers at participating locations. The campaign was designed to introduce the World Cup Value Pack as a tremendous value in celebration of the worldwide sports event. eTargetMedia strategically selected the high performance marketing list of American Fast Food Enthusiasts, layering in the ethnicity profile as well as geo-targeting to growth markets in the selected DMAs.

## OUTCOME:

The email marketing initiative was highly successful and resulted in open and click through rates that well surpassed national averages for acquisition email, as well as overall strong conversion rates for increased sales during the promotional period, leading to repeat list usage.



### FIFA WORLD CUP™ VALUE PACK

4 Hot 'n Spicy McChicken® Sandwiches | 4 Cheeseburgers  
2 Medium Fries | 20 pc. Chicken McNuggets®

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