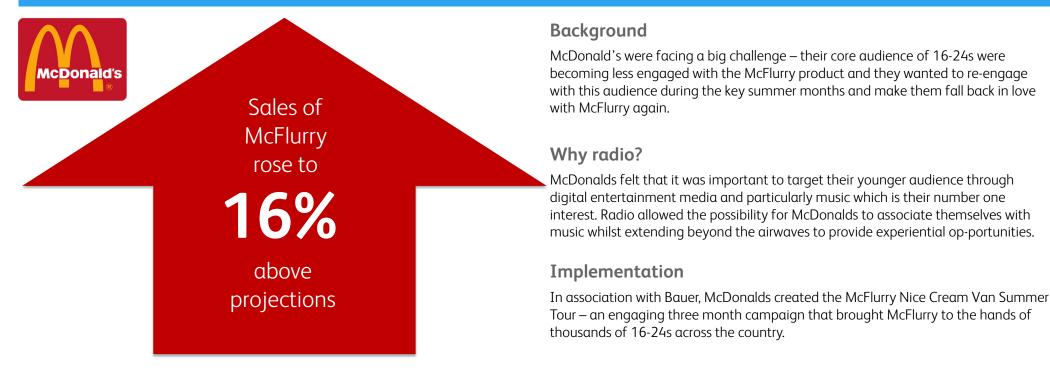
McDonalds

Using radio to help target a young audience and make them fall back in love with a product



The Kiss FM breakfast show hosts Rickie and Melvin were the faces of the campaign and travelled in the Nice Cream Van up and down the country visiting key events such as IN:Demand Live in Scotland and Leeds Party in the Park.

Using Kiss and Bauer Radio Place Portfolio (and Bauer's other TV and magazine heritage brands) McDonalds 'mixed up' the key ingredients of music, summer fun and the new Drifter and Flake flavours to create messages and spot ads to deliver the excitement of the McFlurry Nice Cream Van. In addition, daily lucky listeners had the chance to win tickets and festival packs including cash, cameras, travel and accommodation.

Results

The campaign was a success for McDonalds with the 'McFlurry Nice Cream Van' concept helping to deliver brand awareness to millions of 16-24s via the radio and drove 61,000 likes on Facebook. Crucially, sales of McFlurry rose to 16% above projections.

Radiocentre Comment

A strong example of a campaign which goes beyond the traditional radio airtime/sponsorship formats to appeal to a niche audience and increase sales.