

Client Success Story





Client Business Description

 Global food service retailer with more than 36,000 worldwide locations.

Background

McDonald's is the world's leading global food service retailer with more than 36,000 locations serving approximately 69 million customers each day in more than 100 countries.

Challenge

- ♦ To effectively engage and provide better In-Store experience to McDonalds' millions of dine-in customers per month in the US, who are most passionate about Sports, Lifestyle, Entertainment and Music.
- To utilize TV, web and mobile "triple threat" communication strategy to surround the customer and assist advertisers in effectively communicating their brand message to a captive, highly engaged in-store audience.

Idea

- Develop McDonalds Channel Portal as part of engagement strategy along with in-restaurant entertainment network based on "purpose built" programming.
- ♦ In the US, over 11,000 restaurants are planned for roll-out of the McDonald's Channel.
- ♦ To give a better In-Store experience for over 216 million dine-in customers / month in the US at these 11000 locations, McDonald's developed McDonald's Channel as a digital out of home, DOOH network operating within the McDonald's restaurants.

Our Solution

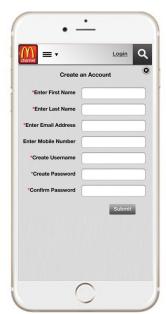
- Developed a customized Drupal based Portal to manage the content to be presented on the web portal for public use.
- ♦ Helped launch videos / music streams from the portal on the web.

Technologies Used

- Drupal
- PHP/HTML5/JS
- MySQL









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