

Engaging 216 mn+ Customers with In-Restaurant Entertainment Network



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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