



MyMcDonald's Rewards Launch HCM Coverage Results

As of July 29, 2021

The Brand Engagement HCM Team

BY THE NUMBERS

31

Traditional Earned Media Placements

vs. 60 CCS
vs. 3 McDelivery Night In

100%

Message Pull-through: MyMcDonald's Rewards

vs. 100% CCS
vs. 100% McDelivery Night In

97%

Message Pull-through: World Famous Fan Day Contest

vs. 100% CCS
vs. 100% McDelivery Night In

93%

Message Pull-through: National French Fry Day Offer

vs. 80% CCS
vs. 100% McDelivery Night In

100%

Positive/Neutral Media Tone

vs. 100% CCS
vs. 100% McDelivery Night In

+19.2M

Avg. Unique Earned Media Impressions

vs. 262M CCS
vs. 975K McDelivery Night In

71

Earned Social Mentions

vs. 145 CCS
vs. 47 McDelivery Night In

+11.4M

Avg. Unique Social Media Impressions

vs. 19M CCS
vs. 2.2M McDelivery Night In

+2.3M

Paid Impressions Jhay Cortez Social (Twitter + Instagram)

8.66%

Engagement Rate Jhay Cortez Social

With more than 180K engagements

TOP HCM MEDIA HIGHLIGHTS

EL DIARIO

McDonald's lanza concurso donde dará papas fritas GRATIS de por vida

McDonald's launches contest where they'll give away FREE fries for life

noticias ya

McDonald's lanza MyMcDonald's Rewards y anuncia un día con papas fritas gratis para todos

McDonald's launches MyMcDonald's Rewards and announces a day with free fries for all

La Opinión

Desde 1926

McDonald's te regala papas fritas el 13 de julio y anuncia un concurso para obtenerlas gratis de por vida

McDonald's gives away fries on July 13th and announces a contest to get them free for life

iHOLA!

JHAY CORTEZ CAN HOOK YOU UP WITH FREE FRENCH FRIES FOR LIFE

Jhay will give fans a chance to prove they're the most loyal with the World Famous Fan contest

mitú

Jhay Cortez Talks Viral "Fiel" Verse, Bad Bunny, And His Breakthrough Year

pulso pop.com

JHAY CORTEZ tiene una gran sorpresa para sus fanáticos, habla de PREMIOS JUVENTUD y más

Jhay Cortez has a big surprise for his fans, talks Premios Juventud and more #JHAYCORTEZ #MCDONALDS #PREMIOSJUVENTUD

INFLUENCER PARTNER SOCIAL HIGHLIGHTS



jhaycortez

Paid partnership with mcdonalds

#ad ¡Mi gente! No hay nada mejor que un Big Mac y después de una sesión de grabación épica, especialmente si estás ganando puntos de MyMcDonald's Rewards. ¿Me sigue? Si eres fan de @McDonalds como yo, provee it. Vayan al Twitter de McD y apúntense al concurso #MyMcDonaldsFanContest para poder ganar 1 millón de puntos MyMcDonald's Rewards. Sin compra. 50 US/DC 16+ Termina 7/20/21@11:59pmET Reglas: <https://bit.ly/2VldpU1>

Liked by 178,676 others

JHAYCO

@jhaycortez - Jul 15

#ad Muestra que eres fan de @mcdonalds como yo. Apúntate al #MyMcDonaldsFanContest en Twitter para tratar de ganar 1 millón de puntos MyMcDonald's Rewards. Me Sigues Sin compra. 50 US/DC 16+ Termina 7/20/21@11:59pmET Reglas: bit.ly/2VldpU1

Jhay Cortez, Puerto Rican Singer-Songwriter (@jhayco)

INSIGHTS TO INFORM FUTURE CAMPAIGNS

Prior to engaging influencer partner, first wave of launch coverage stemmed from HCM media interest around National French Fry Day and World Famous Fries offer, driving audiences to sign up for MMR and redeem promotion on WWFD. This aligns with HCM outlets' continued focus on deals, LTOs, and free product messaging, which resonates well with Latino consumers.

Tapping an influencer partner and brand fan with a strong social media engagement rate and relevance among HCM youth, proved to be invaluable in generating awareness and positive online buzz around MMR and the WWFD contest, particularly among youth-focused, lifestyle and entertainment digital platforms such as *mitú* and *Pulso Pop*, which typically do not cover brand news.

Interviews with Jhay Cortez took place on WWFD, resulting in a lag in posting of social content and subsequent media coverage. While earlier run dates would have been preferred, it did serve as a second wave of news and sustain moment.

Not only did partnership help make news of MMR appealing to multicultural youth, it also served as a springboard to continue building an exclusive, curated group of influencer brand ambassadors, a.k.a. World Famous Fans, to leverage for future loyalty touchpoints.