

Target People **Going Places**

Case Study



McDonald's + AR James Media Success



McDonald's + AR James Media - A Case Study

When the media agency for McDonald's was looking to expand the reach of their "McDelivery" campaign into the New York/New Jersey DMA, they chose ARJames media as their advertising partner. They knew that adding out-of-home (OOH) vendors and media formats would lead to higher exposure and increased results. ARJames media was happy to be able to "deliver" just what McDonald's was looking for.



Profile - McDonald's

McDonald's Corporation (McDonald's), incorporated on December 21, 1964, operates and franchises McDonald's restaurants. McDonald's is the world's largest restaurant chain by revenue, serving over 69 million customers daily in over 100 countries across approximately 36,900 outlets as of 2016

Profile - AR James Media

AR James Media is a boutique style agency/operator offering bus shelter, and Jr. billboard advertising in the NY/NJ DMA. With over 1000 signs in 24 markets spanning Westchester County, NY to Ocean County, NJ. AR James Media is a proud member of geopath and the OAAA as well as a Billboard Insider company of the day.



The Idea

McDonald's chose AR James Media to supplement their national campaign with transit shelter and junior poster advertisements. Their goal was to increase awareness of their "McDelivery" food delivery service now available to McDonald's customers in the New York/New Jersey area.

The Approach

McDonald's launched a 4-week outdoor advertising campaign, supporting McDonald's "McDelivery" Food Delivery during Q3 2017. They combined bulletins and shelter coverage amongst 38 national markets. All the bus shelter placements were within 2 miles of store locations, and hand picked to fill in the gaps where bulletin coverage was weak.

The Results

The shelters allowed McDonald's to hit consumers in multiple ways: at the time of purchase, where people live, work, and play. 50 faces were contracted, reaching over 2.8 million consumers over the age of 18 weekly.





Thank you for downloading our case study

With over 1,000 displays in the New York/New Jersey metropolitan area ARJames media has completed over 2,300 campaigns for clients just like yours. Let us show you why the NY/NJ DMA is hotter than ever for your OOH marketing campaigns.

**For more information email us at: info@arjamesmedia.com
or visit us at ARJamesmedia.com**

