

Case Study

McDonald's Breakfast

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

McDonald's introduced their breakfast menu in the Middle East, allowing users to discover the various breakfast menu items. They chose to collaborate with AdFalcon for its comprehensive mobile market reach and innovative rich media ads.



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Campaign Objectives



Promoting McDonald's breakfast menu and varied selections which made available for the very first time.
Driving sales and orders in the MENA region.

Duration



1 Month

Measurements



Click through rate
Post click engagements

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Solution

Serve targeted and attractive call to action mobile ad placements leading to the Interactive rich media special execution with various call to actions.

- Menu image gallery
- Click to call
- Learn more
- Social media buttons

Measurements



Number of impressions served during the campaign

+1,500,000



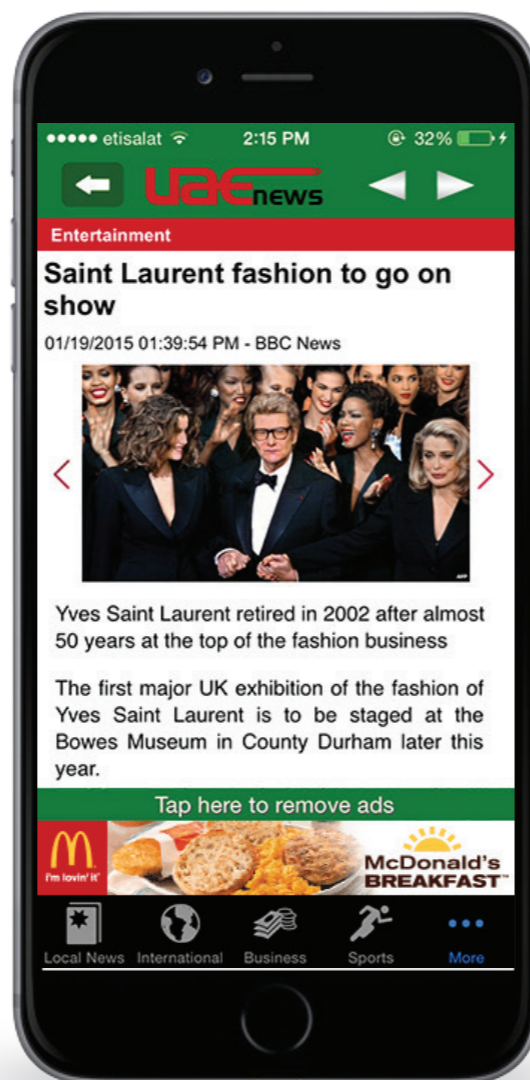
Average CTR Achieved

1.21%

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Screenshots

[Click here to view the ad](#)



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Screenshots

