AWARD: YouTube Grand Prix

WINNER: McDonald's — Everyone wants to order McDelivery

BACKGROUND & CONTEXT

Food delivery market in Taiwan has risen strongly due to COVID-19 in recent years, with more than 70% of consumers using food delivery platforms. There are three channels to order food delivery, including Uber Eats, Foodpanda, and "McDelivery" operated by McDonald's. However, more than 70% of consumers order McDonald's mainly through the two major delivery platforms, resulting in a sharp decline in McDelivery.

McDonald's would like consumers to recognize the differences between McDelivery and competing delivery platforms so that McDelivery would be given priority when they want to eat McDonald's. In addition to adding new users, increasing the utilization of existing users to expand market share and sales is needed.

CAMPAIGN OBJECTIVES

The objectives of the "Everyone wants to order McDelivery" campaign are:

- Drive the order volume of McDelivery and improve overall performance
- Stimulate consumers to actively search for McDelivery or download the McDelivery APP to show their willingness to learn more about McDelivery

CREATIVE STRATEGY

Using different identities and locations to get closer to the usage scenarios of consumers to strengthen the relationship with consumers and meanwhile communicate the advantages of McDelivery service

Everyone may face different identities, living situations, and delivery needs 24 hours a day. In order to communicate effectively with consumers, "the right message at the right time in the right format, and speak to the right person" was executed as the main creative strategy for McDonald's.

The campaign used the combination of "people x places" as a creative idea to create a platform of "whoever orders McDelivery". McDonald's cleverly integrated the unique characteristics of McDelivery with consumers' needs in each materials, including office workers needing bulk orders, students having more outdoor activities needing cold and hot meals, families needing safe foods with good quality during epidemic, and night owls requiring 24-hour service. Although there were only 4 core videos, McDonald's used AI modules to mass-produce short videos to meet usage behavior at different times. Meanwhile, it used Google for data integration and YouTube to automatically optimize advertising to immediately put corresponding materials for different target audiences, effectively achieving focus communication and maximizing exposure.

WHAT ROLE DID YOUTUBE PLAY?

- **TrueView in-stream** conveyed information of getting giveaways with a full amount to call to action and increase traffic.
- AI module produced a large number of short videos, and released the corresponding materials to the target audiences to fit the usage situation and increase viewing rate.
- Analyzing target audiences via Google, integrating with YouTube format for targeted delivery, and setting up audiences' interests and keywords to enhance the accuracy of delivery.
- Using Connected TV to expand reach in response to consumer media usage behavior at any time of day.

OVERALL EFFECTIVENESS

The campaign was effective in driving follow results:

- The campaign assisted the brand in overall orders, sales, late night hours (00:00~04:59) orders, bulk orders and APP downloads, all achieved remarkable results.

WHY DID THIS CAMPAIGN WIN?

Customized YouTube media planning and combined with Google analysis and focus. Flexibly used different times and situations to effectively convey brand information.

Accurately recognized TA via Google analytics and made full use of YouTube focus communication to deliver creative works to office workers, students, family, and night owls that fit usage scenarios, so as to strengthen connections with the key claims: bulk orders, hot & cold meals, 24-hour service, and safe quality control . Combined with YouTube automatic optimization technology to deliver materials in real-time to achieve high exposure, while effectively conveying service messages.

The campaign was appropriate in terms of creativity, media planning and message delivery, which achieved impressive results and drove late-night orders and sales growth.

YouTube Works AWARDS