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S&P 500	111.11	1.11
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McDonald's McCafe Sampling - Case Study Plaza Event

Objective

With the launch of their new McCafe Espresso and Cappuccino products in the Los Angeles area, McDonald's sought to make a splash with trend-setting business professionals who commute to work by car.

The Event

WSJON provided the McCafe team with small, suburban buildings occupied with business professionals who predominantly drive to work. WSJON also provided a pre-promotional email blast to tenants, as well as a message on WSJON screens at participating buildings.

McCafe distributed samples of their new coffee beverages along with a free branded coffee mug and product coupons. Additional brand impressions were generated through staff interaction, uniforms, signage and branded vehicle.

Results

	# Events	Samples	Coupons	Impressions
Los Angeles	4	1,925	2,100	4,030

