

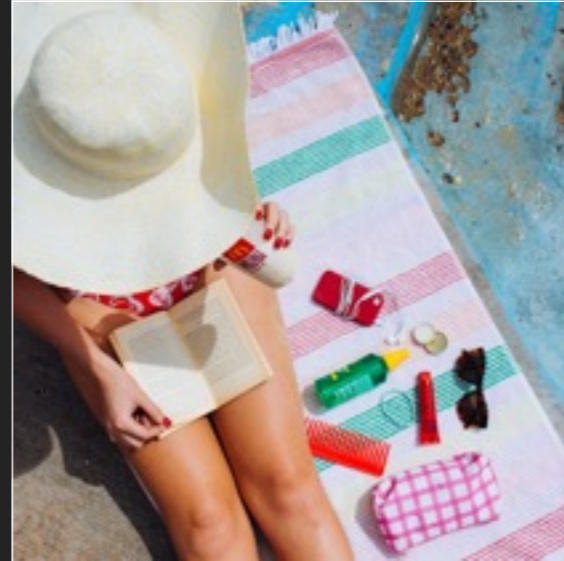
INFINITY SQUARED PTY LTD

MCDONALD'S INSTAGRAM LAUNCH - SIGNS OF SUMMER

CASE STUDY PDF



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The Brief:

For the launch of Instagrams sponsored Ads in Australia, we were tasked to develop a series of images for McDonald's that celebrate those "Golden Moments" through the summer.

Key Considerations:

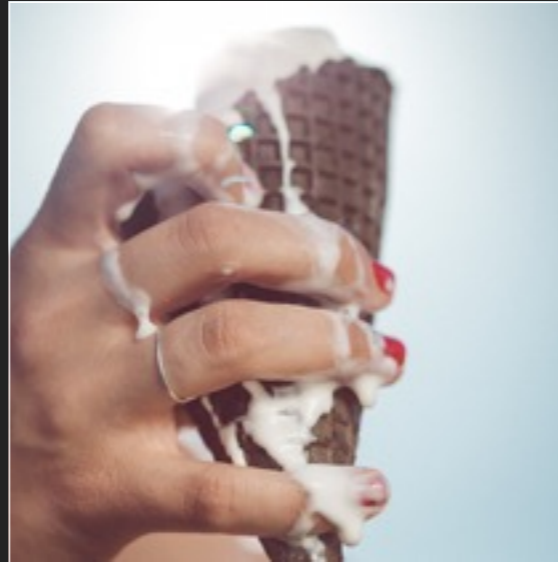
The biggest challenge we anticipated, was the push back from the Instagram community, not necessarily against McDonald's - but more so against brands being introduced as paid media into the feed.

Our Approach:

We wanted to create images that we felt the Instagram community would respect. We identified key summertime moments that were relatable to everyone in Australia, which we'd shoot them in a very authentic way. Branding and product placement would be very subtle and at times non-existent.

The Creative

The 8 images, entitled "*Signs of Summer*" depicted tantalising images celebrating the fact that summer was so close, you could reach out and grab it.



The Results:

The "Signs of Summer" received some outstanding results, in the way of a 14% increase in brand favorability and a 50pt lift in Ad Recall.

These results led to COO of Facebook Global, Sheryl Sandberg talking specifically about the success of this new approach to creating authentic content for brands on the platform during Facebook's recent Q4 and full year earnings call in late January 2015.

14% INCREASE

IN BRAND FAVOURABILITY

50PT LIFT

IN BRAND RECAL

Sheryl Sandberg Quote:

"We had a really interesting case study recently with McDonald's in Australia this summer. It did an Instagram ad campaign it called "Signs of Summer," and what is interesting about it is that they were just pictures, and they had little to no branding or product, but they just included the kind of iconic McDonald's red and yellow colors, and that showed a 46 percent lift in ad recall and a four-point lift in brand favorability.

And that is pretty interesting because it shows how these new formats like Instagram give us new and creative ways to build brands in ways that haven't been done before. But even that really subtle branding can really work, and I think people are excited to take advantage of that opportunity."