

Cheese Saga 2023: Direct +

Name of campaign

Why we are doing that...Context:

Czechs and Slovaks are cheese lovers. The Cheese saga is now a legendary season for MCD customers as it provides iconic taste and products they love. It always comes during autumn/winter so it gives them the security and comfort feeling. It is a top selling LTO campaign which increases in the sales every year. People love this campaign and are impatiently waiting for the season to start. Since September we keep on receiving questions on social if „Sýrovka“ will start soon as they are very excited. The product portfolio keeps main hero(iconic) products such as Cheese King, Swiss King accomplished with various „side“ products such as Shaker fries, sauces...

OBJECTIVE

COMMUNICATION

Drive awareness of cheese saga as Happiest season of the Year to strengthen emotional benefit to the brand

MARKETING

Increase the HOT attribute „Brand for someone like me“ by +3pp vs. last period (R3M)

BUSINESS

E.G. CZK for campaign

Increase average total campaign UPTs by +5% vs LY 2023

WHO IS THE TARGET CONSUMER?

MCD lovers who love rich taste of our products.

SINGLE MINDED FEEL-GOOD MESSAGE

Thanks to Cheese Saga you can enjoy the Happiest Season of the Year

Exceptional (not available constantly but festive, once a year) things bring exceptional excitement

With Exceptional things that you are looking for, you can enjoy even more the moment when they come and have a greater smile on your face

THE BRIEF IN A SENTENCE

GET
(target)

To get MCD lovers

WHO
(driver/barrier)

who are in love with rich taste of our products

TO
(desired response)

to enjoy the exceptional Happiest season of the year

BY
(approach)

Trying wide range of favourite cheese products

BECAUSE
(emotional advantage/rtb)

Their ultimate taste puts smile on your face

HOW THIS CAMPAIGNS REFERS TO THE PLATFORM INSIGHT

INSIGHT (PLATFORM):

Taste that puts smile on your face

ANSWER TO THE INSIGHT:

Ultimate, rich & familiar taste



HERO PRODUCT DESCRIPTION & BENEFITS

Large Burgers:

Cheese King
Swiss King
Grilled Hermelin Cheese King

EDAP:

Smažák – local inspired quick snack

Happy Meal:

Hermelinky in HM

Breakfast:

Swiss King Bagel
Fried Hermelin Bagel – *NEW*

Others:

Hermelinky 3 ks, 5 ks (+EVM)
McShaker Fries + cheese seasoning – *New*
Brusinková omáčka
Sýrová omáčka – TBD NEW

Product Benefit: The cheese enriches the food by its iconic flavour which people love- Cheese is full of „fat“ which brings the mouth filling feeling and moment of indulgence.

MANDATORIES

Use the cheese motive/outlines to support taste and campaign theme

Foodshot – the cheese must be visible

Menuboard – all product must be shown on menuboard

PAST LEARNINGS

Show the product in natural environment

On visuals product with salads look better and more colourful and tasty

Overall problem is that all product have the same bun or looks really different – once showing the product range, it is necessary to show different kinds

DELIVERABLES

- Instore – Key Channel
- Sponsorship
- Display
- OOH
- App + Web

OTHER INFO

XY
XY
XY
XY

TEAM

Jana K.

TIMING

ON-AIR: 31. 10. 2022 – 29.
1. 2023

BUDGET

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