

## OBJECTIVES

- This campaign was intended to be a great experiment in demonstrating how there is an increasing number of users who, given a chance, will interact with an advertising campaign on the spot, via their handsets.

## RESULTS

Surprisingly, we saw 40% of entries were made through the shortcode vs. the web, demonstrating that people want to interact "on the go".

- 50 million boxes were printed with codes
- 3% overall increase in sales of Big Macs as a result of campaign
- 13.41% opted-in via SMS
- 40% of entries sent in via text

McDonald's and ipsh! was cited in Advertising Age based on the remarkable results. Reps from McDonald's credit this House of Blues mobile campaign with 3% increases in sales of Big Mac sandwiches. This is a tremendous ROI in the world of consumer goods. Also, 40% of the entries were made via text message, twice the figures McDonald's expected. Conversion rates for SMS to opt-in is over 13%. This helps to build a solid opt-in list of users for future McDonald's promotions.

# McDonald's RUMAC

One of the biggest opportunities for mobile marketing is consumer packaged goods. ipsh! had pioneered such campaigns with a few major brands in the summer of 2005, but none had the metrics to really influence Madison Avenue like McDonald's House of Blues promotion.

ipsh! interactive was used for this House of Blues McDonald's sweepstakes with unique "Mac" codes printed on 50 Million Big Mac boxes nationwide. Users texted in to the shortcode RUMAC to win. They also had the option to sign up online at [www.playatMcD.com](http://www.playatMcD.com) (no longer live). The mobile component of this campaign was facilitated by the ipsh! PRISM platform.

