

Chinese whispers^o DDB China Group

Tribal DDB Helps McDonalds spice things up!



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Take Reality Talent Shows, the internet and McDonald's Spicy meals...stir quickly and let it sizzle. What do you have?

A hot, feisty and sometimes saucy recipe for success. Tribal DDB Shanghai, part of DDB China Group, created a sensational web-based talent show to promote McDonald's spicy meal range.

The Challenge

McDonald's wants to raise awareness in China for its spicy line meals. It wants to connect with hip and young potential customers through their favorite channel—the internet.

But with China's youth so internet savvy and smelling anything too commercial a mile away, how can McDonald's do something totally cool and totally different? McDonald's enlisted Tribal DDB Shanghai, part of DDB China Group to create the Solution.

The Idea and Execution

Since TV Talent Reality shows are so popular in China, Tribal created a web-based one. *This was the 1st time a food brand has done something like this in China.* Tribal's exciting fiery and slightly naughty website is all about promoting the spicy meals and helping consumers "Spice up their personality". Three famous celebrities Elva Siu, Stanley Huang and Xie Na entice visitors to download meal coupons.

Visitors can vote for their favorite celebrity, who will in turn perform a special sexy online dance for them.

But that's not all...Visitors can also take part in the battle for the "Spicy King", voting for one of six cool young models who perform amusing stunts such as talking in a local dialect at high speed, playing a musical instrument, etc

The battle for the Spicy King kept visitors hooked during the entire campaign. Moreover, internet reach is so widespread in China, it ensures that from Shanghai to Sichuan, and from Ulumuqi to Guangzhou fans can compete and download vouchers too.

The Results

The campaign has generated masses of attention and fantastic results, even with a limited media budget. Half a million visits to the site in just 2 weeks! Over 10,000 people cast their vote in the battle for the "Spicy King" and 90% of respondents say they love the campaign.

21 year old Hao Shuai from Hebei was crowned Spicy King for his hip hop dancing. Nearly 100,000 voted for their favorite spicy personality, sexy Elva Siu danced away with the prize.

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