

Chinese whispers^o

DDB China Group

Say it Loud: I'm Lovin' It When China Wins



The most innovative aspect of the campaign is the McDonald's Show-in Station at restaurants in major Chinese cities. Consumers can enter these fun futuristic red booths and record their cheer for China on a dedicated video camera, which immediately uploads it onto the internet. A quarter of a million people uploaded their cheers to the site, through video, audio or pictures!

Through online voting the ten best cheerers were selected, these will receive special coaching next Month. Thereafter in Phase 2 of the campaign the top 10 will compete with each other and the best 5 cheerers will make up the official "McDonald's Cheer for China" team and receive tickets to the games.



[Click here to view TVC](#)

The Challenge

Olympic fever is rising ahead of the 2008 Beijing Olympics. But with so many official sponsors to the 2008 Beijing Olympics, how can McDonald's stand out and make an impact, as well as engage consumers in a fun and original pre-Olympic campaign?

The Idea and Execution

The key insight behind this campaign is that Chinese consumers want to encourage and support their Olympic teams and be part of the games, but they just don't know how to do it.

DDB China Group and McDonald's worked together to develop a concept to use McDonald's as a vehicle for mass participation. Most Olympic sponsors are supporting individual athletes in their campaigns, but McDonald's and DDB wanted to create a real "team spirit" and give everyone the chance to get involved with the Olympics.

Since 'I'm lovin' it' is McDonald's global catchphrase, we combined these two concepts to create a new catchphrase for the Olympics "I'm loving it when China wins". The campaign invites participants to cheer for China by posting this catchphrase via video, photos, message boards and audio onto the [McDonald's website](#). DDB China Group created the fully integrated campaign which includes amusing online TVCs, (click here to see one), Prints, POSM and in-store promotions. DDB also arranged the initial press conference to launch the campaign.

The Results

The massive traffic to the McDonald's Cheer website has made it the Number 1 most popular website as ranked by Google China when searching for Olympic cheering information.

This campaign has generated excellent results and has had massive impact. There were over **25 million** unique visitors to the website in just 6 weeks. And over **1 million** people signed up to the website which offered them free accessories in online chatting programs.

I'm Loving' It!



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