

# Chinese whispers<sup>o</sup>

DDB China Group

Let me tickle your appetite.  
Let me tickle your heart.



So we all know about McDonald's Super Value Meal but does it really get your heart racing when you think about it?

## The Challenge

Following the recent successes of DDB China's McDonald's Professor Supersaver, the challenge was now to build the McDonald's super value icon into the *most well recognized* Value Icon in China!

We wanted to establish a sustainable value platform, not just based on a price point. We wanted to really connect with the consumers and build an emotional tie. Crucially we also had to connect the campaign with the fact that all McDonald's restaurants in China are now open 24 hours!

## The Idea and Execution

Through research we found that young consumers are bored with traditional value promotions. They love going out for meals but they want a little... *je ne sais quoi*. A bit of spice and fun to sprinkle on their meal. Simple pleasures and good value for money, "Less for More".

DDB China Group, including DDB Guoan and Tribal DDB, rebranded the old Value Icon into a heart with a punchy little tagline "Everyday Super Value with Heart Tickling Choices". The first phase tied in sweetly with St Valentine's, which is more popular every year in China.

You couldn't miss the Tickling Heart phenomenon: ATL, BLT, On-line, Off-line, Inside and Out. We didn't miss any opportunities to let people know that there were "heart tickling choices" at great prices throughout McDonald's stores in China.

[The TVC \(click here\)](#) featured a loved up couple enjoying tender moments over a McDonald's meal of course! On news websites, every time the character for heart was used it appeared as the new McDonald's Super Value Heart Logo.

And let's not forget our old friend Professor Supersaver. His Mc Breaking News bought regular updates on the fast spreading Tickling Heart trend. There were coupon giveaways and even events with live marriage proposals!

## The Results

The new Banana Pie which was launched in conjunction with the Tickling Heart campaign was a huge success. In fact it literally flew off the shelves and McDonald's had to dash around finding more.

They sold over **4 times** the client's sales target in the initial days. The average store visit shot up during the campaign and more campaigns are planning to keep up the great tempo!

Dick van Motman

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