

Chinese whispers^o DDB China Group

Cheer for China campaign culminates in a new world record

As you might remember, last December DDB China helped launch McDonald's "Cheer for China" campaign. The 3 phase campaign, interactive in every way, took on a life of its own and became bigger and louder than we could ever have imagined!

Here's an update...

The Challenge

With a fleet of official Olympic sponsors, it's not obvious to really stand out from the crowd. The 2008 Beijing Olympics - also known in our circle as the "Marketing Olympics" - are a battle for consumer attention, not just a competition between athletes.

The Idea and Execution

We identified a key factor to differentiate McDonald's campaign from the others. Through research we knew that people in China are excited and proud to be hosting the Beijing Olympics. The problem is that the games in Beijing can feel remote and out of reach. We wanted to give Chinese people all over the country the chance to get involved and connect with the Olympics and their athletes.

We turned McDonald's global tagline "I'm Lovin' it" into a creative new slogan, "I am lovin' it when China wins". People could record this cheer and upload it onto the website via video, photo, or audio. The most innovate part was cheering stations at restaurants over the country.

In phase 1, which took place over 3 months, 220,000 people uploaded their Cheer for China onto the website. The top 10 cheerers were picked through internet voting and they moved into a Cheering Training House in Beijing for Phase 2. There they were coached in dancing, singing and cheering! The training clips from the camp were broadcast on the internet and in McDonalds restaurants across the country every week.



This online reality show culminated in the 5 best cheerers being picked by a panel of celebrity judges.

In the final and third stage of the campaign these 5 - now the official McD's Cheering Team—led 1,200 people in Beijing to dance together just meters from Beijing's Olympic Bird's Nest Stadium. Dressed in red outfits they performed a special 'I'm lovin' it when China wins' dance for 5 minutes to create a new world record.

The Results

The campaign created huge news interest and traffic. Without any investment in media, PR or search engine optimization - there were over 2 million news headlines on Google China alone during Phase 1. Over 32 million unique visitors to the website and 1.2 million people joined our Olympic Cheering campaign.

During phase 2 over 7 million people viewed the online reality show videos. All that translated into a big increase in sales and traffic to McDonald's restaurants!

I'm Lovin' It when China Wins!

我就喜欢中国赢!

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