

Chinese Whispers

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DDB^o China Group DDBLOG

CAMPAIGN FOR MCDONALD'S SHOW THAT

OLD HABITS CAN DIE HARD

Challenge

Most people do not associate chicken wings with McDonald's. However research and testing revealed that those who had tasted McWings thought they were damn tasty. Our biggest challenge was how to get McWings into the hearts, minds and mouths of this snack loving nation? But old habits die hard. So in a country with a big love of coupons and eating, we invited anyone with a chicken wing coupon from any restaurant, to use it at McDonald's for discounted McWings. Yes, you read correctly, from any restaurant.

Idea

McDonald's promised if one million people signed up to the "Love" McWings campaign it would give out free wings for seven days across China. The campaign was announced through banner ads and five viral videos (click [HERE](#) to view) seeded on major social networking sites. People went onto bulletin boards to ask if it was actually true and news channels picked up the story including CCTV.

Through online word-of-mouth the campaign gathered massive momentum. In some restaurants, crowds needed to be controlled to manage the throngs of people taking up the offer. People around the country were meeting online and encouraging each other to put their coupons together.

Results

As one of this year's most buzzed about campaigns; in just four weeks over two million people pledged their "love" for McDonald's McWings. This was 200% more than the initial objective, translating into a 10 per cent increase in the sale rise of McWings.

Over the entire campaign there was more than three million videos viewed and 180,000 people forwarded them to friends. The publicity generated around the campaign was estimated to be worth RMB 5 million. In just seven days more than 10,000 wings were given out at the new McWing themed restaurants.

Just goes to show that old habits can indeed change – and quickly too!



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