

SUCCESS STORY

McDonald's

Increasing engagement through Weather Sync Ads

CLIENT

McDonald's is a leading global food service retailer with more than 36,000 restaurants across 119 countries, serving 68 million customers daily.



OBJECTIVE

On this occasion McDonald's wanted to promote McFrozen, a new item on its menu to generate maximum engagement during the summer months in Brazil.

STRATEGY

Adglow integrated weather sync technology with our DSP ADAM to deliver ads in alignment with real time local weather conditions in up to 50 cities across Sao Paulo, Rio de Janeiro and Minas Gerais.

The integration of ADAM and Ad-Pure Weather Sync recognized which cities amongst the list of 50, were between 20-25, 25-30 and 31 degrees or more in temperature and delivered a different creative congruent with that specific weather condition. If it was raining none of the advertisement triggers were activated.

The ad format used was a Page Post Photo for mobile and desktop, additionally the campaigns were segmented by location and age: 18- 65+ years to get a higher reach.



"We believe in message relevance and this solution provided by Adglow gave us the perfect tool to launch a product sensitive to the weather by delivering the right creative to the right audience and at the perfect time considering the variable of thermal sensation that was so important for the seasonality and the product attributes."

Guilherme Coe LATAM Marketing at McDonald's