

SERVING UP TASTE-TEMPTING ONLINE ADS

ImagineThat turned to Eyblaster to serve deliciously enticing rich media and standard banner ads, and generated awareness for McDonald's new Spicy Chicken Sandwich.

CAMPAIGN OVERVIEW

ImagineThat used powerful, colorful ads to produce awareness of McDonald's new Spicy Chicken Sandwich among the 18-34-year-old African-American customer segment. The four-week online advertising campaign utilized Eyblaster's Advertising Campaign Manager (ACM) for trafficking both standard banner and rich media ad units. The campaign successfully delivered over five million impressions across five targeted websites including Vibe, BET.com and BlackPlanet.com.

CREATIVE THAT CONVEYED A BOLD NEW TASTE

The campaign was designed to communicate the message that McDonald's new chicken sandwich offers a one of a kind bold taste. ImagineThat focused their creative executions to deliver against the concept of boldness in a manner best suited for each ad format that they used.

- For the Full-Page Overlay unit the sandwich burst through the page announcing "Hey, look at me!".
- The Commercial Break was more subtle, relying on an arresting shot of the sandwich combined with bold colors to say "I know you can't miss me".

Each unit used a unique introduction and setting to successfully deliver the brand message and to entice users to engage.

SWEET (AND SPICY!) SUCCESS

Through the use of Eyblaster's comprehensive reporting, ImagineThat identified multiple ways that this campaign exceeded its goals. Most importantly, the ads performed significantly higher than industry standards. For example, the Commercial Break ads achieved stellar click-through rates, in some cases 20% of the people who saw the ad clicked-through to learn more about the Spicy Chicken Sandwich. "Using Eyblaster, we were able to achieve our campaign goals, such as generating over 200,000 visits to the website," Derek Bonney of ImagineThat explained.

More and more casual dining and quick service restaurants are using online advertising to effectively achieve their marketing objectives. This campaign is a great example of how online advertising works well for brands in this industry category.

"For every industry and product type we work with, the flexibility of Eyblaster's ACM enables us to create and implement unique ad experiences."

Derek Bonney, SVP
ImagineThat

Advertiser:
McDonald's

Creative Agency:
ImagineThat, US

Media Agency:
ImagineThat, US

Eyblaster Formats Used:
Commercial Break, Full-Page Overlay & Standard Banner



Click to view the Full-Page Overlay



Click to view the Commercial Break



Click to view the Standard Banner

Tell us your Eyblaster success story!
Email us at info@eyblaster.com.

