

TESTIMONIAL McDonald's



“...outdoor is a crucial piece of our multi-channel media strategy.”

“For the past 5 years, we’ve renewed our 12-month contract with OUTFRONT Media — so that speaks for itself! While it’s not currently possible to directly correlate exposure to our outdoor boards into sales, we believe that outdoor is a very crucial piece of our multi-channel media strategy.”

Audience

Adults 18+

Media Mix

Static Billboards

Market

Kansas City, MO

Objective

McDonald's wanted to keep a dominate presence in their trading zones and OOH has 24/7 exposure.

Rationale

“Our customers are always on-the-go, and ‘larger than life’ media helps to break through the clutter and make an impact. Most of our traditional (and even non-traditional) competitors advertise heavily in OOH, so it’s imperative that we maintain a strong share of voice in Kansas City.”

Jim Wagy

Owner/Operator, President of the HOA Co-op, McDonald's