



## McDonald's Coffee WOW Experience

### Challenge

Create a "WOW" event to generate excitement about McDonald's entry into the coffee market with its new Premium Roast Coffee as well as increase traffic into McDonald's stores.

### Solution

Working with McDonald's and the city of Detroit, Avance developed and executed a "WOW" branding event to promote the concept McDonald's Premium Roast Coffee is great anytime, anywhere. Event coordination and logistics included creating the event theme/concept; identifying and securing a celebrity to participate in the event; developing and managing the budget; creating the run-of-show and implementing all activities up to and through the day of the event. The Avance team also worked with key personnel as it related to security, insurance and legal issues, and managed all media relations activities. The planning and execution of the event took more than a year. McDonald's hosted the world-renowned Wallendas for an amazing 80-foot, high-wire performance over downtown Detroit in Campus Martius. The theme was reinforced through the high-wire tightrope act, which demonstrated McDonald's would go to great heights to serve a great cup of coffee. An onsite Mobile Café and street team gave away samples of the Premium Roast Coffee. The Martin Luther King, Senior High School Marching Band provided the street level entertainment as well as Ronald McDonald while the Wallendas drank cups of coffee 80-feet up in the air. New coffee sales and traffic in restaurants increased, especially during breakfast. Media coverage generated well over \$950,000 in pr value and 18.8 million impressions, nationwide – "WOW!"

