

big

Customer Success story using AI Alpha

Client **McDonald's - OMD**
Vertical **QSR**
Campaign Dates **12 February 2025 - 1 April 2025**



McDonald's Challenge

- McDonald's set out to **introduce the Hawaiian Burger** as the antidote for keeping the summer blues at bay. Showing up in media places and spaces where consumers can relax, chill and consume media passively, bringing the Hawaiian way of life to Kiwis.
- Wanting to utilise **high impact placements**. The **objective** was to develop strong **hype from launch**, but also **maintaining the excitement** across mid-late March. Delivering reach and impact.

Key Outcomes

- McDonald's message resonated strongly with its target market, achieving an **impressive average 12.66 seconds of attention time** per user. This translated to a remarkable total of **106 days, 2 hours, 49 minutes and 41 seconds of attention**.
- Supporting this is a strong **average engagement rate +334% above benchmark**.
- **BigAds delivered significant reach & scale** with 700K+ targeted impressions delivered across premium NZ Food & Lifestyle environments.
- The use of clear to understand creatives, combined with relevant targeting and the power of AI Alpha led to the campaign shattering benchmarks:
 - **Strong Avg CTR 90% above benchmark**
 - **Cracking Avg Engagement Rate 334% above benchmark**
 - **Solid Avg Viewability Rate 35% above benchmark**
 - **Excellent Avg Attention Time 70.67% above benchmark**
- This **campaign successfully avoided 55.47% of carbon emissions** by using the clever decarbonise options, in collaboration with Cedara. That's **223 kg of CO2 which has been avoided**, the equivalent amount produced by driving **733 km in a petrol powered car**.

Solution from BIG using advanced AI

- The proprietary new **AI Alpha** adtech from BIG, ensured the new Hawaiian Burger was seen for enough time to be fully understood:

- **Analyse the creative complexity to ensure the right amount of attention.** AI Alpha analyses creative to calculate the required attention time for ads to be understood by consumers.

It specifically analyses: Ad formats type, Counts words, Call-to-action complexity etc.

- AI Alpha analysed the creative message and delivered 12.66 seconds per impression.

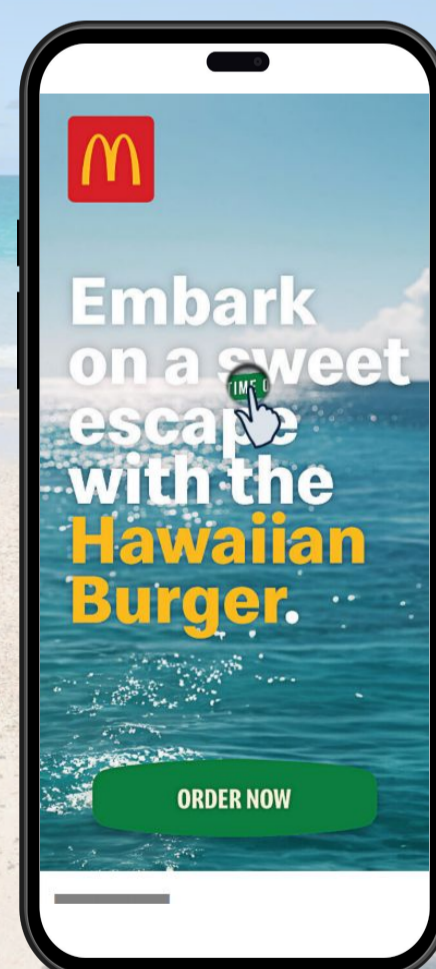
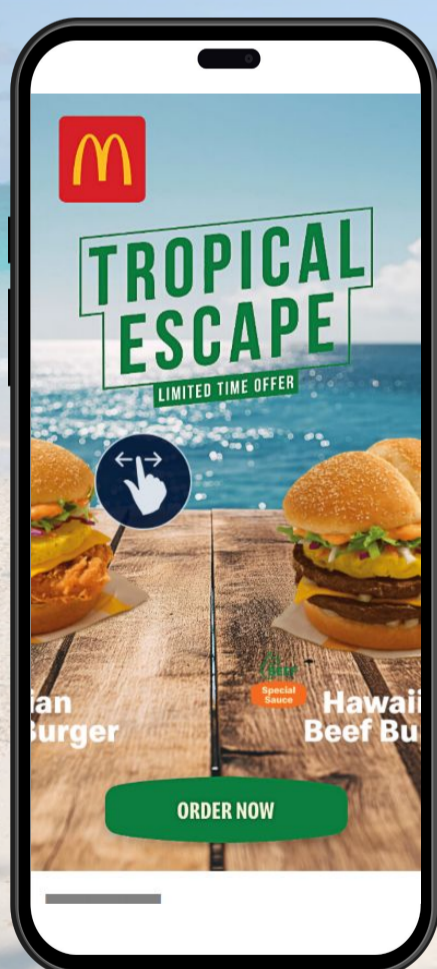
- **Guaranteeing engagement with the target market in contexts that foster positive brand associations.**

- In Collaboration with Double Verify, McDonald's targeted the appropriate DV contextual segments (ie. Food & Lifestyle) to ensure the Hawaiian Burger was targeted to the positively primed contextual environments across NZ publishers.

- **Optimising Engagement Through Premium Ad Placements and AI-Driven Insights.**

- AI Alpha is constantly analysing our premium NZ publisher network ad placements to ensure the campaign was delivered across high attention ad placements, driving excellent results.

* *Limelight* | *Dimensional* | *Big Reveal*



Customer Testimonial

Appreciate the in-depth PCA analysis. Love to see the strong performance metrics against benchmarks!

Callum Connolly
Business Manager, OMD

