

# Combining Behavioural economics and qualitative research

To provide breakthrough  
communications for McDonald's

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# Great food, a McDonald's commitment

Working hard to improve our food quality for over 20 years



1998



Serving free range eggs

2007



Organic milk in teas, coffees and happy meals

2011



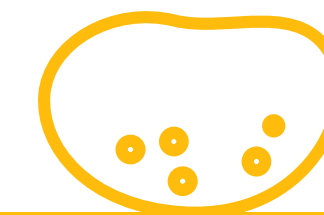
Marine Stewardship Council certified fish

2013



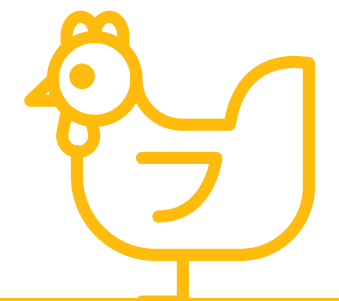
All Pork from RSPCA assured farms

2015



All fries made from British Potatoes

2017



Enriched environments and natural daylight for chickens

2009  
Big Nothing



2008  
Planting



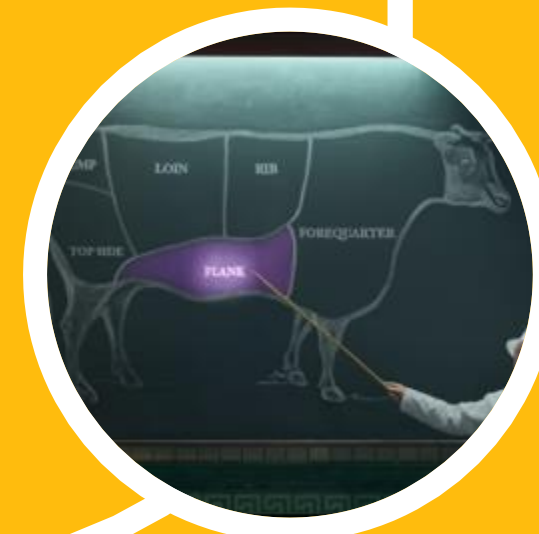
2011-12  
A-Z



2019  
Farmers



2015-17  
Mythbusting

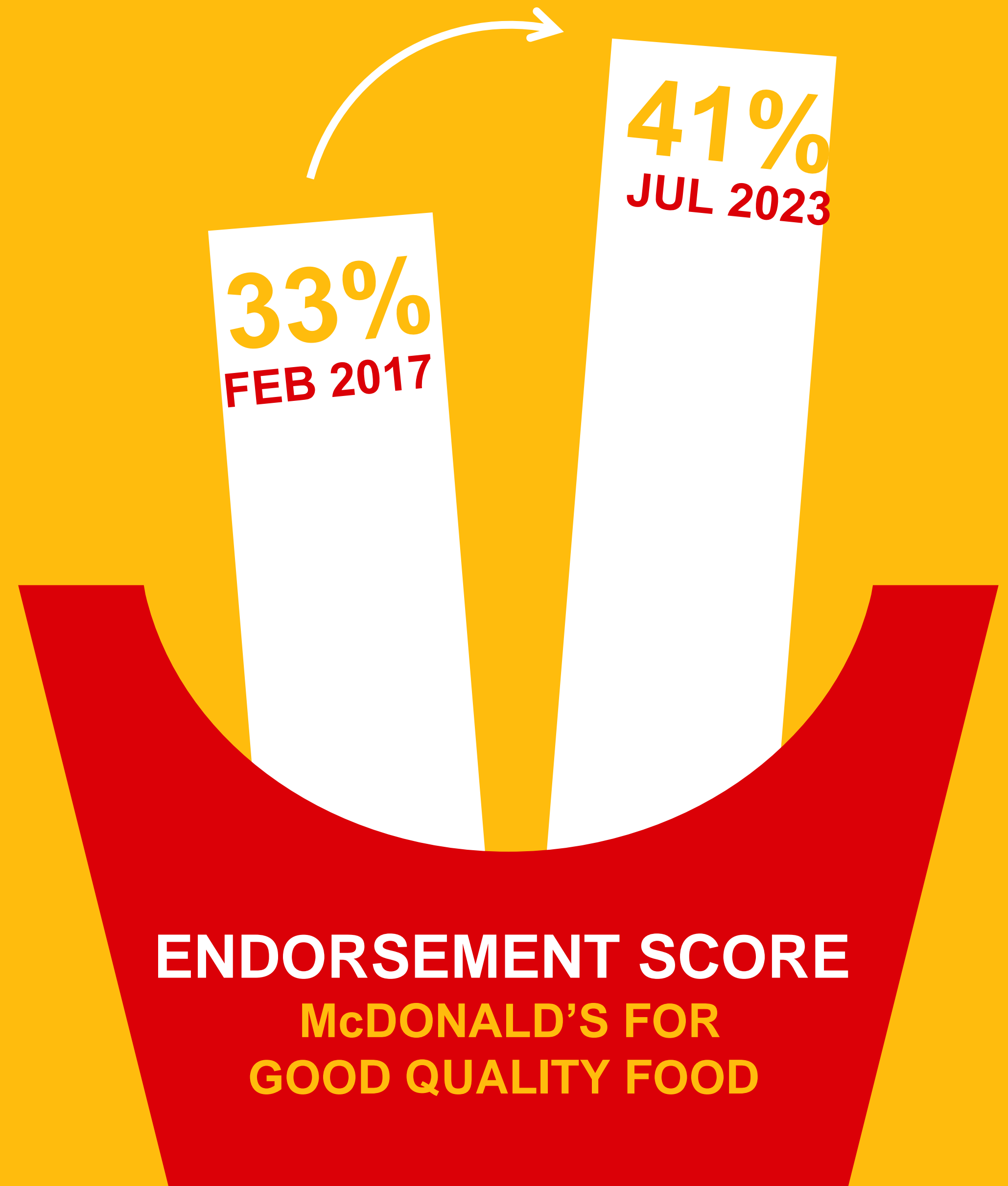


2023  
Keep up with  
the times



# A constant communication drumbeat

**Our efforts  
have paid off,  
the dial has  
moved over the  
years**

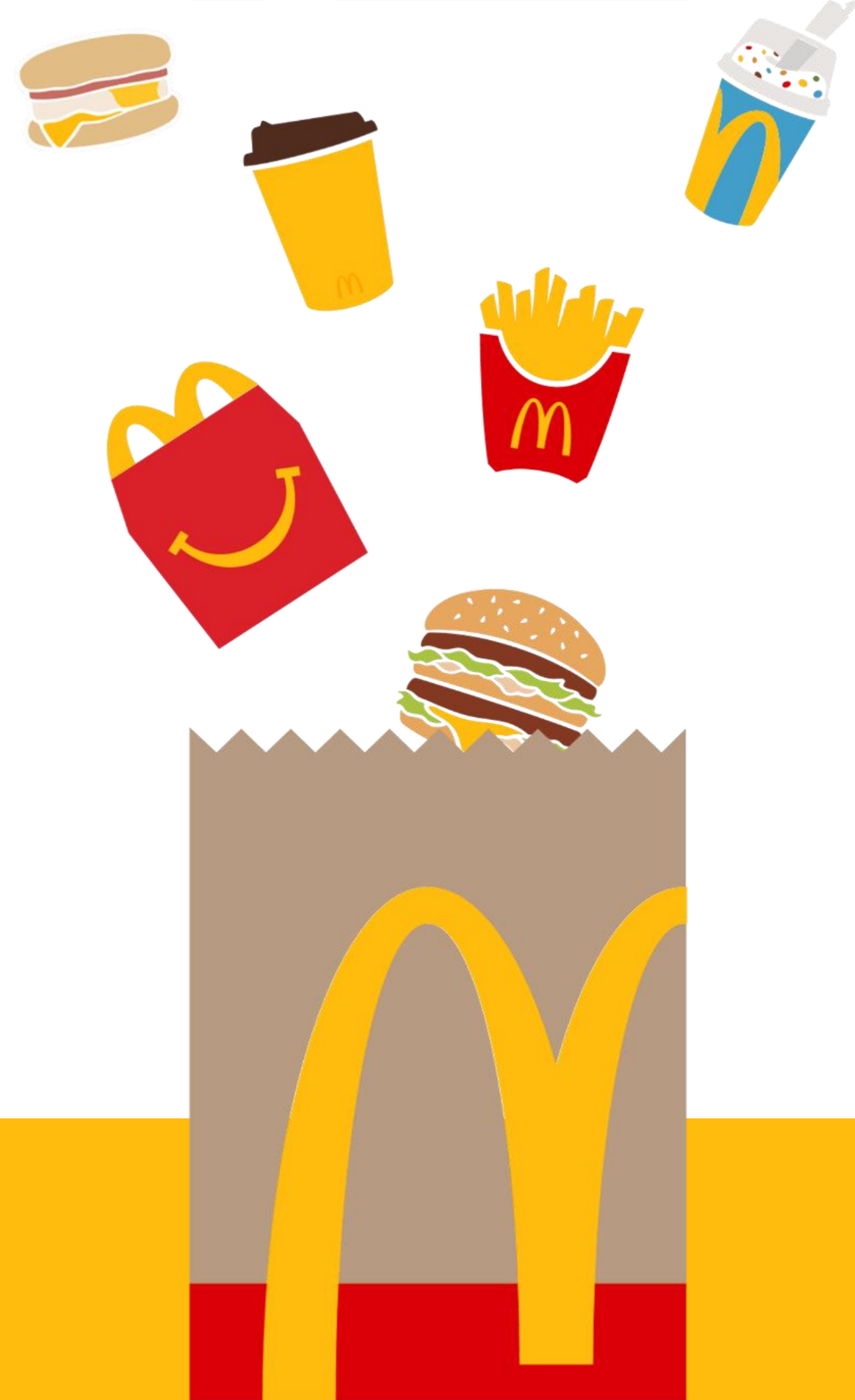




# McDonald's has become a more trusted brand

Shifting the public from a majority distrust to a majority trust across 15 years


**60%** Of the UK public agree that they trust McDonald's currently (overall)



**There is still 1/4 of  
the UK public who  
neither trust not  
distrust McDonald's:  
Neutrals**

**55**

And it's the older generation  
that are most sceptical,  
holding onto opinions formed  
in the 90's

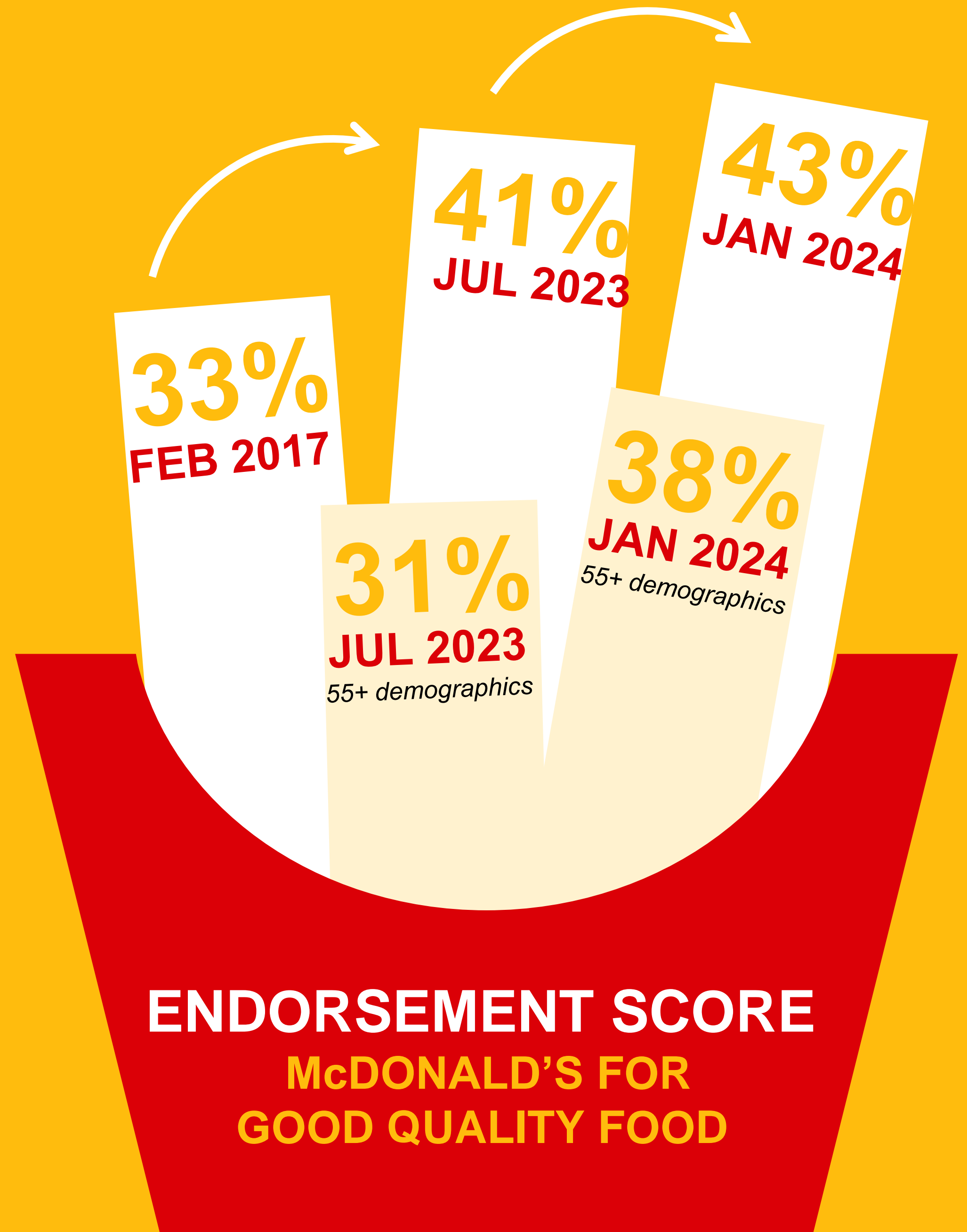


**THE CHALLENGE:**  
Create a campaign that gets Trust Neutrals, our most hardened sceptics, to positively reappraise the quality of McDonald's Food

# THE IMPACT:

This study and campaign “Keep up with the times” has been highly successful

Continuing to move the dial for all, and significantly with older audiences







**ENDORSEMENT SCORE**  
**McDONALD'S FOR**  
**GOOD QUALITY FOOD**





# BRING IN THE BEHAVIOURAL ECONOMICS EXPERTISE!

A behaviour economics consultant specialising in Trust

-  Briefing
-  Discussion guide development
-  Focus group
-  Analysis
-  Reporting



**AMANDA HENWOOD**  
Influence at Work



***FIRST  
UNCOVER  
NEUTRALS  
INTRINSIC  
BIASES***

# **RESEARCH DESIGN**

*Small groups of three*

***THEN  
CHALLENGE  
THOSE BIASES  
VIA  
McDONALD's  
CREATIVE  
ROUTES***





# LITTLE FACTS



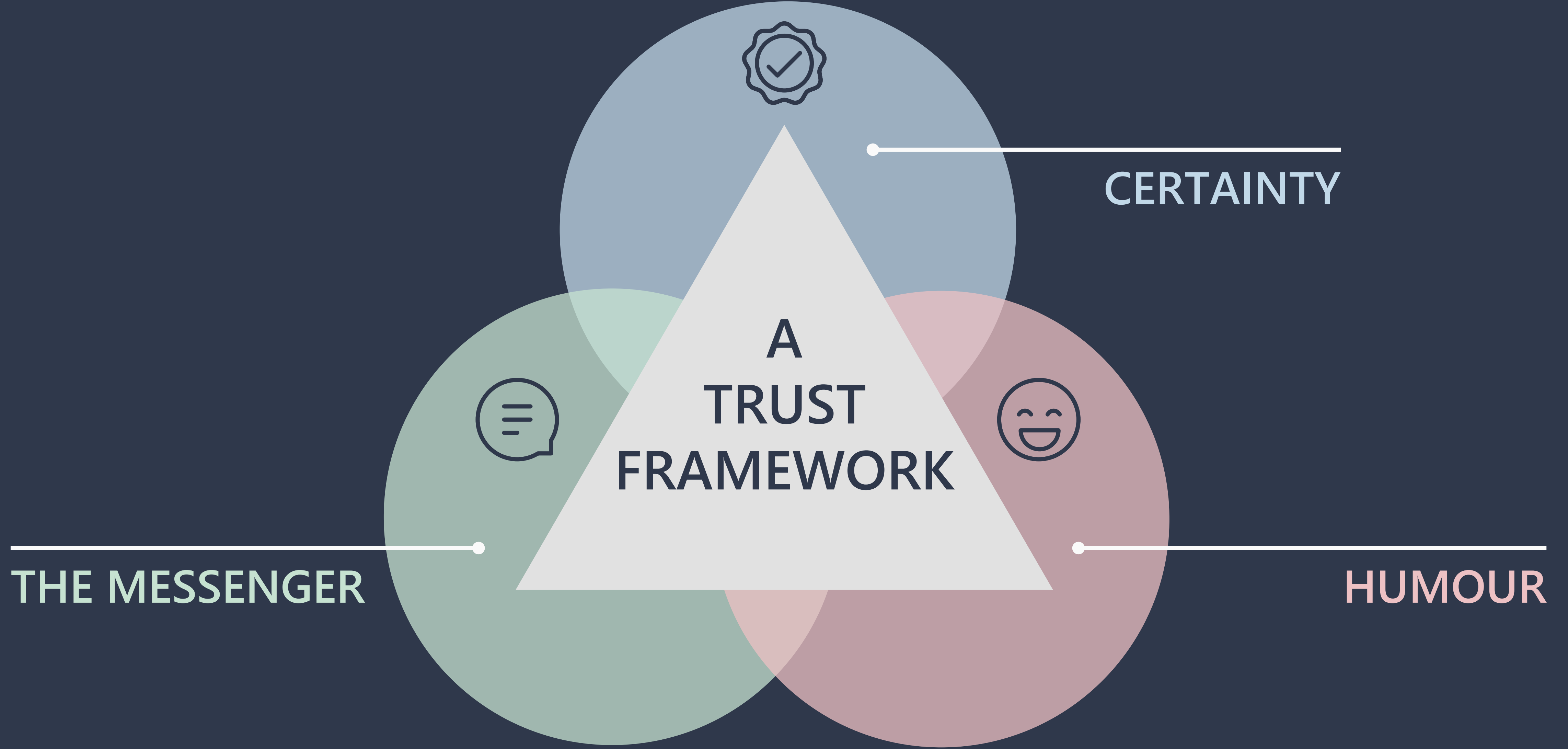
# IT'S THE LITTLE THINGS THAT MATTER TO US



# STUCK IN THE PAST







CERTAINTY

THE MESSENGER

HUMOUR

A  
TRUST  
FRAMEWORK



HUMOUR

## THE IMPORTANCE OF HUMOUR

*"A story is up to twenty-two  
times more memorable than  
facts alone"*

Dr. Jennifer Aaker in the Stanford Graduate School of Business







# USING MESSENGERS EFFECTIVELY

## THE MESSENGER EFFECT:

- ▷ Messages from an expert
- ▷ Messages from somebody likeable and / or relatable







## PROVIDING CERTAINTY IS CRITICAL

### TOP CHOSEN STATEMENT:

*"If everyone else around me started telling me how good the quality of the ingredients was in high street restaurant chains, that would make me reconsider my views".*





**From**

**Facts**

**Convincing**

**Brand voice**





**From**

**Facts**

**Convincing**

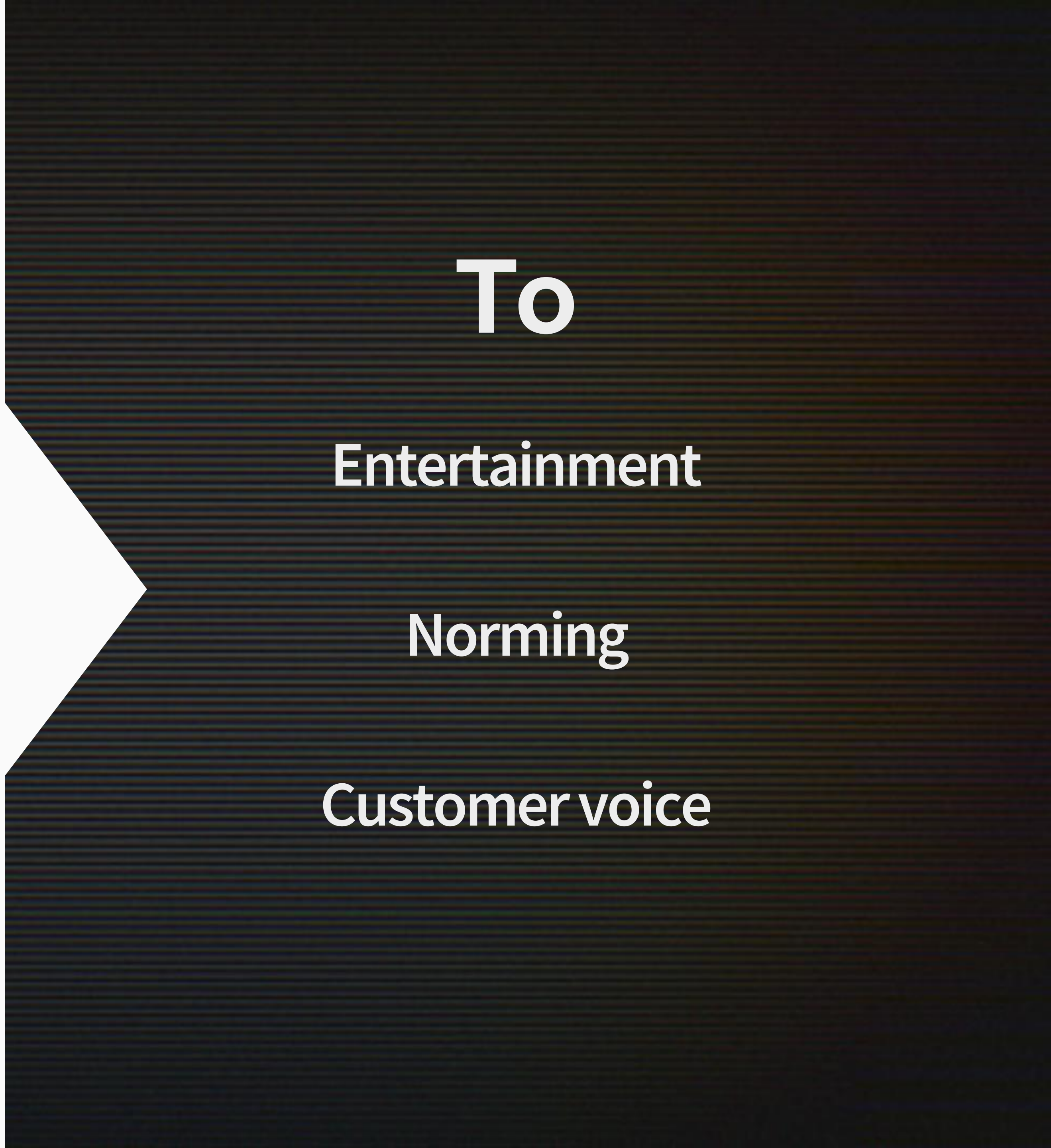
**Brand voice**

**To**

**Entertainment**

**Norming**

**Customer voice**







PRESENTS

# KEEP UP WITH THE TIMES

The rise of a  
Pop sensation:  
**ROB**  
shares all in  
exclusive

MUS

FREE  
STICKERS INSIDE

Boy Band



A hand in a pink sleeve holds a magazine. The magazine cover features a large portrait of a young man with short brown hair and a slight smile. Text on the cover includes 'The rise of a Pop sensation: ROB shares all in exclusive!!' in a red box, 'FREE STICKERS INSIDE' in a white box, and 'Pull out stickers' with a question mark icon. At the bottom, there's a section for a 'Boy Band' with five young men. The magazine title 'MUSIC' is partially visible at the top right. The background is a blurred indoor setting with warm lighting.

**The idea:**  
Help Trust Neutrals reappraise  
by making any negative views of our  
food quality feel comically out of date.











Supported with iconic OOH that borrowed from the visual language of the past

110501

We've been using

**100%**

**BRITISH & IRISH BEEF**

Since the 90's



Change a little,  
change a lot<sup>®</sup>

Served after 11pm. © 2023 McDonald's

Rullo's Pizzeria

Rullo's Pizzeria

- Starters
- RUGELACHE PARIGIANA £5
- BEEF CARPACCIO £8
- CHICKEN SALAD £3.5
- Fresh pasta
- TROCIATTELLI BOLOGNESE £9
- RAVOLI RICOTTA & SPINACH £3
- GNOCCHI SORRENTINA £4.5

→ Wood Oven Pizza ←

\*Rullo's daily specials, follow us on Instagram for more details!

• VEGAN

• CAZZONE NAPOLITANO

JOIN US MON TO SUN MORE OPTIONS INSIDE!

RULLO'S PIZZERIA

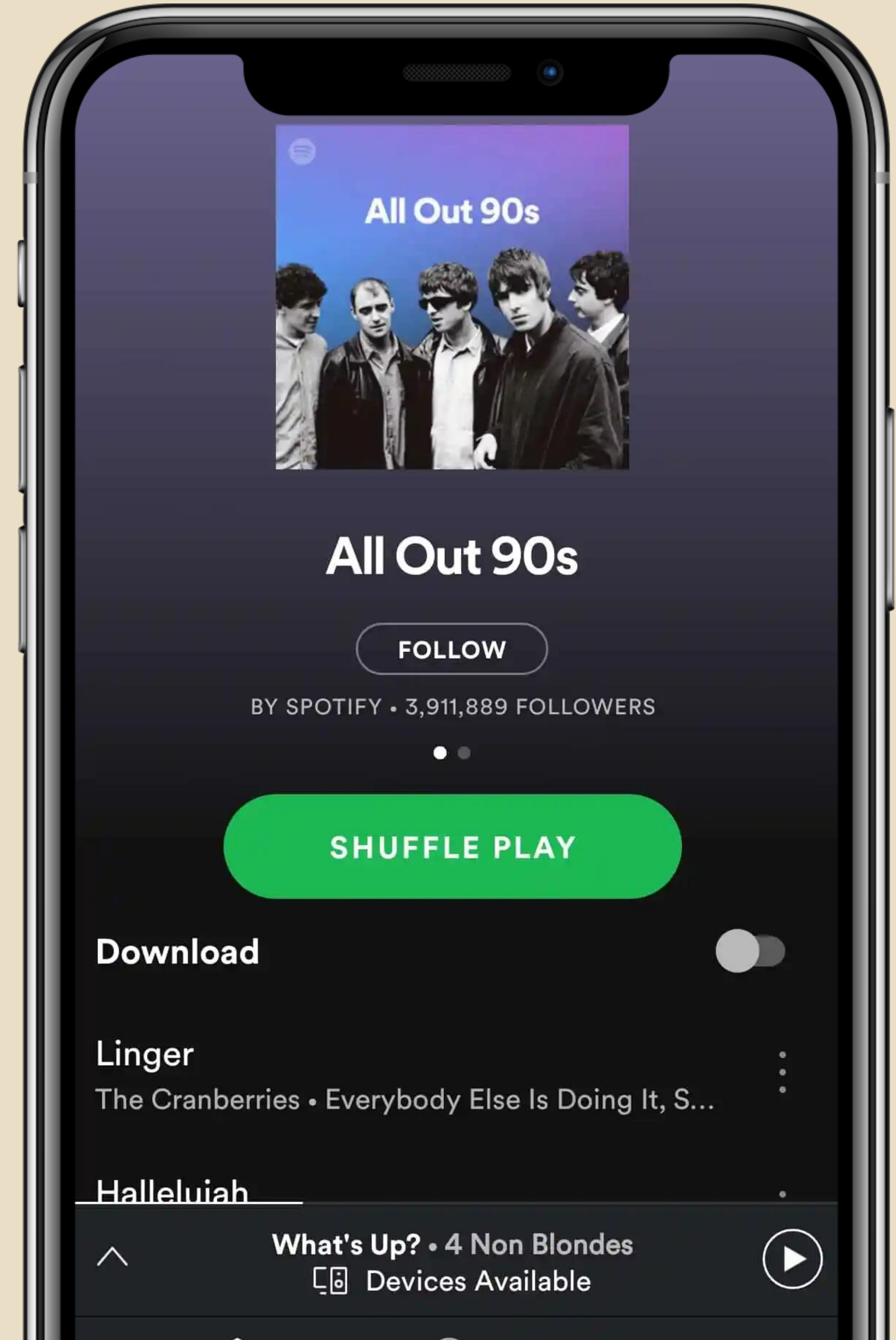


Partnering with The Times to take over the nation's front pages. Bringing back old broadsheets running our message alongside iconic news events from the past.





***Targeting people  
playing 90's and 00's  
music on radio and  
Spotify,  
linking our messages  
to the tracks they're  
listening to.***





# Rad!

P301 MCTEXT 401 19:03/05 1/3

McDonald's

We've been using

**100%**

**BRITISH AND IRISH BEEF**

Since you were booking your holidays on here

Headlines Regional Sport

We've been using

**100% BRITISH & IRISH MILK**

Since the 90's

Change a little, change a lot

We've been using

**100% BRITISH & IRISH BEEF**

Since you were making your crush MIXTAPES

Change a little, change a lot

We've been cracking

**FREE RANGE EGGS**

Since the 90's

Change a little, change a lot



We've been using

**100% BRITISH & IRISH BEEF**

Since the 90's

Change a little, change a lot

You had to remember your friend's

**NUMBER**

We've been using

**100% BRITISH & IRISH BEEF**

Since the 90's

Change a little, change a lot



WE'VE BEEN USING

**100%**

**BRITISH & IRISH BEEF**

SINCE THE 90'S, WHEN YOU WERE CLICKING ON ADS LIKE THIS



Change a little, change a lot

McDonald's

A lot's changed since our website looked like this...

WE'VE BEEN CRACKING

**FREE RANGE EGGS**

SINCE THE 90'S, WHEN YOU WERE CLICKING ON ADS LIKE THIS



# Thanks.

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