

H&L CASE STUDY: **McDONALD'S OF ST. LOUIS** "GOOD MORNING STL" CAMPAIGN



"We gained 2.9% in market share—while McDonald's national breakfast share declined"

BACKGROUND

In 2013, competitive pressure had been building as convenience stores, traditional, and nontraditional competitors were all targeting the breakfast daypart. In particular, St. Louis's breakfast market share was lagging behind that of other regions.

CREATE

Consumers told us that good days begin with good mornings and that a good morning begins with a good breakfast. We used this insight to show St. Louisans McDonald's passion for making their mornings good by treating them to a good breakfast. We engaged customers, franchisees, and their employees with "Good Morning STL," a fully integrated campaign. We needed a 360-degree approach—one with hot coffee, tasty items, and a good dose of the upbeat, do-it-right attitude of McDonald's. Our goal was to own "Good Mornings" in St. Louis.

DEPLOY

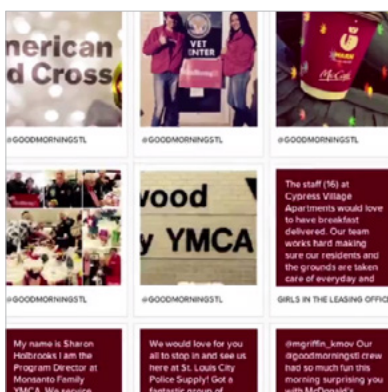
We filmed TV spots using actual McDonald's crew members to surprise real people all around St. Louis, giving the global brand a local feel. From colleges to construction sites to office buildings and parking lots, you never knew where the Good Morning crew would pop up next to deliver a sunrise surprise of a free McDonald's breakfast and coffee. We sponsored online activity, including #GoodMorningSTL tweets and photos submitted by customers that were showcased on local billboards. Good Morning crews were recruited from among local McDonald's employees to create buzz and excitement within the Co-op. The campaign was embedded throughout the entire co-op, all the way down to specially designed crew apparel and menu board integration.

DELIVER

We gained 2.9% in market share—while McDonald's national breakfast share declined. Hot coffee sales went up by 7.1% (units per transaction), and breakfast sandwiches by 4.7%. We generated more than 10 million impressions through PR.

The "Good Morning" campaign proved so successful that it was deployed in multiple markets throughout New England, with creative featuring local McDonald's crew members and locales. It garnered similarly striking results, including a 2.8% increase in market share. In 2016, co-ops adopted "Good Morning" in Northern California and Richmond, Virginia, and more markets are on the horizon.

"Good Morning" is more than an integrated marketing and PR campaign. It's an authentic interaction that our customers can relate to and connect with. It defines our McDonald's brand communications and is woven into the fabric of how we deliver the morning experience every day.



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