



# McDonald's Romania - Drive Thru

Food & Beverages | Partner | Romania | 2015 NOV



## CAMPAIGN OBJECTIVES

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- Promote McDonald's 33 drive thru stores in Romania
- Drive awareness that the meals will be served in 90 seconds for drive thru
- Increase footfall to McDonald's drive thru



## OUR SOLUTIONS

- We came up with dynamic banners that changed the distance displayed in real time depends on user's location. It is an added effect for user to sense the realness of an ads to a real store.
- We geo targeted mobile users across 33 locations to direct them to the nearest McDonald's drive thru
- Emphasized the serving time in the banner to drive awareness that the meal would be served only after 90 seconds

Visit our full showcase at [demo.yoose.com](http://demo.yoose.com)

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## RESULTS

Achieved  
high performance CTR

**2.15%**

Over  
**1756**  
clicks

Over  
**33**  
locations  
Hyperlocally  
Targeted

Beyond Location. Precise Audience

**YOOSE**