

## McDonald's® Snack Wrap Mac Campaign



With mini-burgers and wraps popping up all over Quick Service Restaurants (QSR), McDonald's wanted to test the waters on a new, downsized version of its signature Big Mac served in a warm flour tortilla instead of a sesame seed bun. The new creation was rolled out in specific test markets, including Houston Texas.

McDonald's wanted to test the new product with a new media, and went to Tetherball to launch the ability to send messages to Houston Rockets Fans via text.

### THE CHALLENGE

1. Drive awareness of the new McDonald's Wrap Mac menu item through a medium where interactive response is required to achieve offer.
2. Send valuable coupon offers to fans that texted in to a short code. Measure the number of responses driven via Houston Rocket's games.



### THE SOLUTION

Tetherball worked with McDonald's to develop a campaign that included a call to action promotion that encouraged consumers to text in and receive a message for a free Wrap Mac. Promotions were broadcasted via JumboTron that gave the short code. The consumer then texted WRAP MAC to the short code and was sent a coupon for a Free Snack Wrap Mac.

### THE RESULTS

**29%** *redemption rate*

During the length of the promotion, over 26,000 offers were sent to Fans. Over 29% of those coupons were then redeemed in Houston and surrounding area McDonald's.