

Best Use of TV
Sponsorship
McDonald's/McDelivery

Sponsorship of I'm A
Celebrity...Get Me Out of
Here! on Virgin Media
Television



2021: Best Use of TV Sponsorship

Client: McDonald's

Product/Service: McDelivery

Campaign Name: McDonald's/McDelivery Sponsorship of I'm A Celebrity....Get Me Out Of Here!
on Virgin Media Television

Entrant Company: Core Sponsorship

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Collaborating Organisations: Mediaworks, Virgin Media Solutions

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Background & Objectives

Due to COVID19, food delivery was playing a bigger part in people's lives than ever before and with McDonald's set to expand their delivery network in November, we needed a platform that would deliver a national reach with high frequency to push this expansion.

In a competitive sector, McDonald's needed to cut through a clutter jungle of food delivery services and options.

We needed to increase awareness levels of the delivery offering across 18-24's, 25-34's and 34-44's. We needed something big, that was appointment-to-view and that was bang on for our McDelivery target audience of 15-44's. We wanted to gain a point of differentiation from competitors and build mental availability amongst this cohort. We know the importance of mental availability, the tendency for a brand to be thought of in buying situations, from Byron Sharp's work.

How could we do this when Ireland was going through some of the strictest lockdowns in the world?

McDonald's McDelivery sponsorship of *I'm A Celebrity...Get Me Out of Here!*

With the programme sponsorship alone, excluding anything other than the TV stings, delivering over 39m impacts, over 2,000 TVR's and with the programme holding the No.1 slot in it's timeslot 19 times over 22 broadcasts for our target audience- that was how we did it!

The Strategy

Working closely with Virgin Media Television, we identified an opportunity that was due to become available - *I'm A Celebrity...Get Me Out of Here!*

This was exactly what we needed to deliver reach and frequency among our core McDelivery demographic, but equally, this property delivered across multiple audiences for the brand - 1534's, HKWK and AA.

With a lack of new content across multiple channels due to COVID-19, and with other reality TV mainstays cancelled (such as Love Island & Dancing With The Stars), this property would give our core McDelivery audience appointment-to-view TV content that

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they were starved of. And with an incredibly strong series in 2019, 2020 was set to continue in that trajectory and be the biggest programme across the VMTV Autumn schedule.

Other reasons for selection included:

- **Scale:** I'm A Celebrity boasted a large and well-established audience (the show had a reach of 2.2m Adults the previous year – Source: Neilson TechEdge), meaning McDonald's could reach a substantial audience at one of the most expensive times of the year to advertise on TV, in a cost-effective manner.
- **Visual:** Allowed for creative assets aimed at building mental availability. Nightly programming also allowed for multiple executions of creative.
- **Timing for the business:** Airing in November 2020, the sponsorship would be a platform to launch the expansion of their delivery network and keep McDonald's top of mind for 'delivery moments'.
- **Timing of the broadcasts:** TX'ing at 9pm each night the timing both encouraged immediate order placement for that evening but also primed viewers for breakfast delivery for the following morning.



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The Plan

This campaign had a multi-channel approach that was activated across TV, BVOD, social and digital audio. This strategy ensured multiple touchpoints for the viewer and provided significant opportunities to be exposed to the sponsorship.

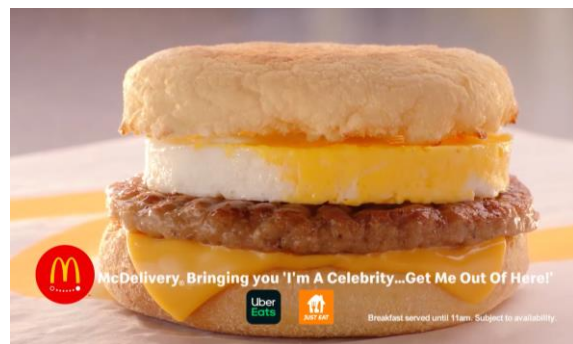
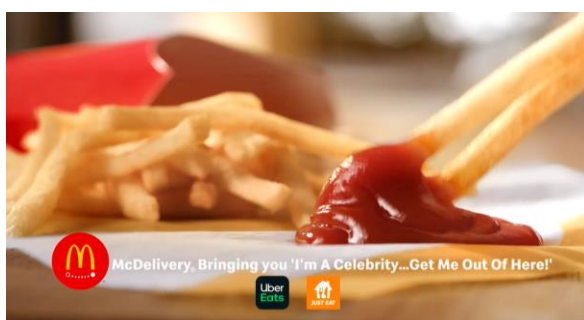
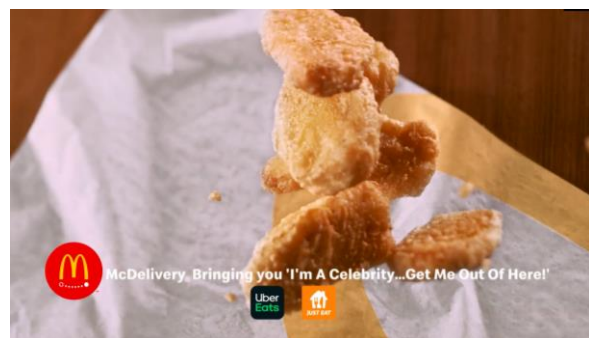
TV played a pivotal role in this sponsorship and all activations stemmed from this.

- The sponsorship stings

Working in collaboration with the production house in Virgin Media Television, we created a suite of bespoke sponsorship stings. There were several executions, allowing for multiple hero products from the McDelivery menu to be featured.

Several of the executions were McDelivery specific audio copy, however, a number were also specific to I'm A Celeb, taking inspiration from themes from the show itself.

Each execution, in line with driving awareness of the delivery partners, contained both the Just Eat and Uber Eats logo on the end frame.



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VO copy samples:

'All the meals for your camp,
delivered straight to your
door'

'McDelivery, Big Macs for
the whole camp...delivered
straight to your castle'

'Every castle loves great
tasting food...every castle
loves McDelivery'

'McDelivery, great tasting
food fit for any King or
Queen'

'Never miss a moment from
the castle, with McDelivery'

'No Trials, just great
tasting food...delivered'

In addition to the linear sponsorship stings, it was imperative that our creative carried across BVOD to capture the changing consumer habits & lockdown trends. Previous seasons of the show had delivered substantial digital streams, so we ensured that our sponsorship was carried on the Virgin Media Player across desktop, mobile, tablet and, in addition, across the Virgin Media On Demand Platform. The copy on the creative was tweaked slightly to include Call to Purchase, which could not be included on the linear copy due to BAI regulations.

- **On air promotion**

As one of the biggest shows in the VMTV Winter schedule, we knew that I'm A Celeb would receive heavily weighted on-air promotion across the schedule and premium placements in some of VMTV's biggest shows, including but not limited to, Emmerdale, Coronation Street and UEFA Europa League. As such, we ensured that sponsor branding was included, with either a McDelivery logo or 5" sponsor sting, depending on the length of the copy.

We also benefited from the fact that these promos carried across VMTV social support for the show, with our sponsor branding included.

Agility and Creativity

Traditionally, I'm A Celeb offers viewers additional content (and the sponsor additional TV exposure) in the form of Extra Camp, a companion show which airs directly after the main show each night. Due to COVID19 and subsequent restrictions, ITV made the decision to remove Extra Camp for 2020. As such, we had a hole to fill from both a content POV for audiences, who had been starved of reality TV after the cancellation of Love Island 2020, and from a sponsor POV. This called for us to be agile and creative.

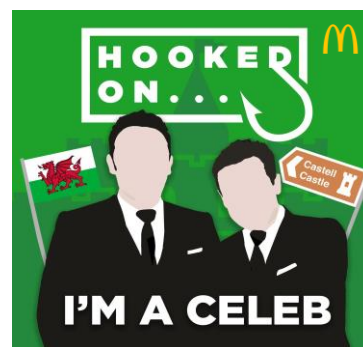
Working closely with the team in Virgin Media Solutions we developed two bespoke activations that would deliver for both the audience and for exposure – with TV at the heart.

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1. Podcast

Harnessing the growth of digital audio among 15-44's (Podcasts saw a 32% increase in listenership to podcasts in Q4 versus Q1. Irish people listened to 20 million podcasts in Q4 2020, up from 15 million in Q1. Acast Intelligence), a companion podcast to the programme was created in conjunction with Virgin Media's own 'Hooked On...' brand. 'Hooked On...I'm A Celeb' was hosted by Fionnuala Jay and featured a host of Irish celebs and ex camp mates. Episodes were released each day across the full duration of the series.

A 20 second TV spot with sponsor branding was created in support of the podcast and it ran across the full VMTV schedule, including spots within the main I'm A Celeb broadcasts. The spot was also supported across VMTV social channels. McDonald's had exclusive ownership of the podcast, with pre, mid and post roll sponsorship reads.



2. Viewer Competition

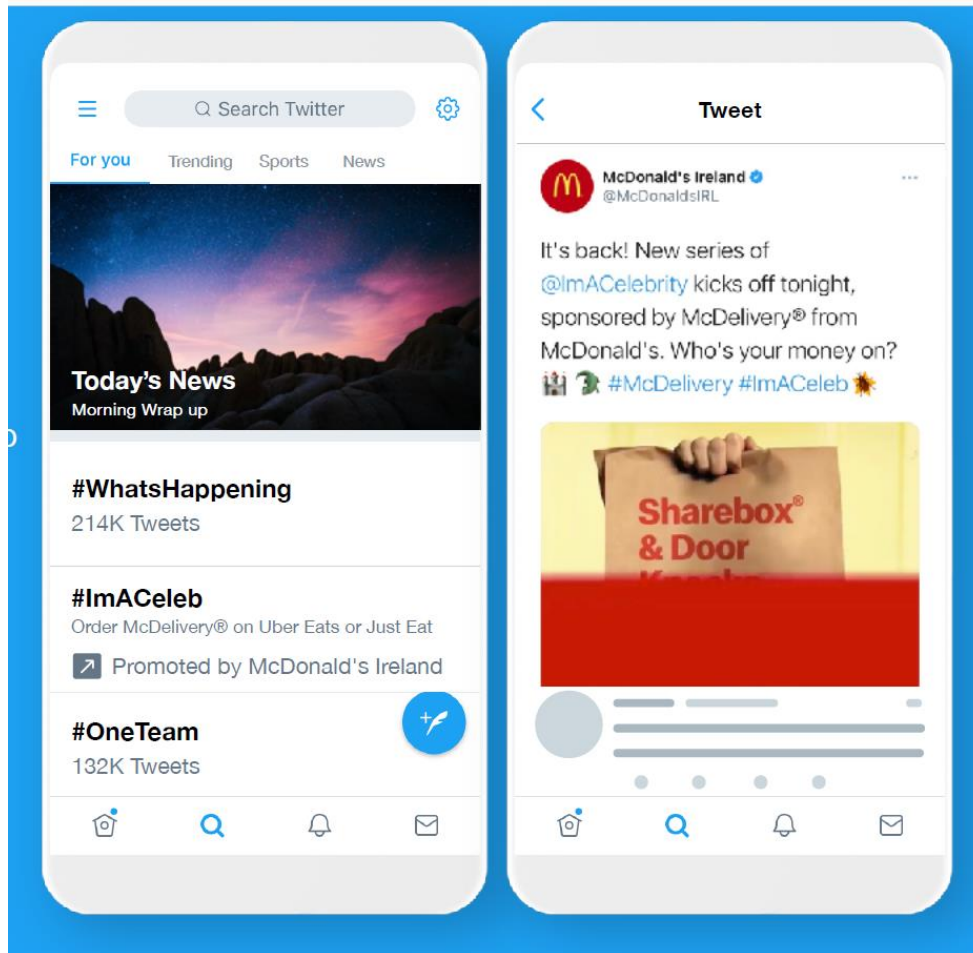
For the launch of the series, McDonald's ran a 30" viewer competition within the centre breaks of the first three episodes of I'm A Celebrity, giving audiences the chance to win €5,000, all with thanks to McDelivery. This offered McDonald's the opportunity to engage with the most passionate fans of the show and harness the power of goodwill as sponsor. We know from the National Sponsorship Index (Core, 2020) that sponsors who create the perception among fans that they are improving the fan experience can benefit from a 71% uplift in commercial metrics such as sentiment and consideration.



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- Sponsored Trend

Activating across Twitter, McDonald's ran a promoted trend #ImACEleb plus first view campaign in support of the series launch.



- Delivery Partner Support

Outside of McDonald's own activations, both Uber Eats and JustEat supported the sponsorship across their own platforms.

Uber Eats supported the sponsorship with special discount codes, announced throughout the course of the sponsorship, that could be used on McDonald's orders on their platform. Owned social platforms were used to support these discount codes,

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allowing McDonald's to offer their already loyal following and additional new customers discount codes directly from themselves.



JustEat ran their McDelivery-specific TV spot in the ad breaks across each episode of I'm A Celeb with either FIB/LIB positioning. During the series, they also ran a McDelivery BVOD campaign with VMTV.



The Results

Outside of The Late Late Toy Show, I'm A Celebrity was the most watched programme in November for not only our core target of 15-44's but also 15-34's, 25-44's and HKWK. This was no mean feat given an unusually heavy backend of the year for live sport due to Covid restrictions gradually easing.

The programme was No.1 in it's slot 19 times out of 22 episodes for our core demo of 15-44's!



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Rank	Channel	Date	Programme Title	TVR A15-44	'000 Actuals A15-44
No 1.	RTE1	27/11/2020	Late late toy show, the	38.049	682.98
No 2.	Virgin Media One	15/11/2020	I'm a celebrity...ge	17.604	315.99
No 3.	RTE1	27/11/2020	Rte news: nine o'clock	11.02	197.81
No 4.	RTE1	21/11/2020	s series live - live play - englan	10.416	186.97
No 5.	RTE2	13/11/2020	s series live - live play - ireland	9.238	165.81
No 6.	RTE1	01/11/2020	Diy sos	8.807	158.09
No 7.	RTE2	29/11/2020	game live - live play - aishsf - li	8.806	158.07
No 8.	RTE1	27/11/2020	ate late toy show singalong, th	8.159	146.46
No 9.	RTE1	27/11/2020	Rte news: six one	7.943	142.58
No 10.	RTE1	21/11/2020	s series live - post match - engla	7.818	140.34

Impact: Analysing the TV stings, we **reached 49.2% of all Adults** (the broadest target audience available) achieving **2,154 ratings (over 78m impacts)** with our 22 episode (2 x specials, 18 x main episodes and 2 x re cap episodes) sponsorship over the course of just over 3 weeks. For our **core audience** of 15-44's, the sponsorship delivered a **reach of 48% with a FRQ of 45.3 (39m impacts) and 2,175 TVR's.**

This does not include the incremental value that was derived through all of the additional touchpoints that were deployed (promos, BVOD, podcast, competition, social). Unfortunately, due to measurement technology constraints, the full breath of the activation could not be measured alongside the sting performance to form a more all-encompassing reach figure.

VMTV supported the programme with **5,497 on air promos** airing across the schedule from the start of the November until the finale on 4th Dec. These promos reached just over 2.3m Adults (62.8% of the population), with a FRQ of 14.9. For our **core audience of 15-44's**, they **reached 47.4%** of the population (851,400) with a FRQ of 11.

There were **777,643 streams** of I'm A Celebrity over the duration of the series, resulting in **over 1m sponsorship impressions** across VM Player and VM On Demand.

3,308 promos aired across the VMTV schedule in support of the 'Hooked On...I'm A Celebrity' podcast and coupled with social support, resulted in the podcast peaking at number 7 in the overall Apple Chart in Ireland and landed it with a No.1 position in the Film& TV Chart. **These promos reached 48% of our core 15-44 audience (863,500)** with a FRQ of 10.1.

Together the value of all elements of the package, exceeded by over 173% the overall outlay for the sponsorship. This sponsorship is a 2 Year deal spanning both the 2020 and 2021 series. After Year 1 we have already exceeded the investment levels in terms of value returned.



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KPI – Growth in Awareness Levels

Research conducted in January 2021, one month after the final episode of I'm A Celebrity aired, showed substantial increases in awareness levels across all key demos.

In research undertaken in January 2021, awareness levels among 18-24's jumped by 32%, 25-34's by 78% and 35-44's by 79%.

While we cannot attribute the growth in awareness levels solely to the sponsorship (due to other ATL activity that was taking place across TV, Radio and OOH) it certainly played its role in reaching the core 1544 audience, which we can see from the results of the sponsorship delivery.

"Our McDelivery sponsorship of I'm A Celebrity.....Get Me Out Of Here! was the perfect platform to showcase the convenience of getting your McDonald's favourites delivered to your door with one of the most exciting entertainment properties on air in Winter 2020. With the show airing almost every night during the campaign, substantial cross channel promo support from VMTV and a robust sponsorship activation plan, we were able to increase the awareness of McDelivery and amplify the message that whatever and whenever the moment, only McDonald's will do,"

Jennifer Power, Head of Marketing, McDonalds Ireland.



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