

Best Use of TV Sponsorship

McDonald's
McDelivery delivering I'm A
Celebrity... Get Me Out of
Here! On Virgin Media

Client: McDonald's

Product/Service: McDelivery

Campaign Name: McDonald's - McDelivery delivering I'm A Celebrity... Get Me Out of Here! On Virgin Media

Entrant Company: Core Sponsorship

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Collaborating Organisations: Mediaworks, Virgin Media Solutions

1. Background & Objectives

Due to COVID19, food delivery was playing a bigger part in people's lives than ever before. When McDonald's expanded their delivery network in November 2020, 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 15-34'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.

Having previously sponsored I'm A Celebrity... Get Me Out of Here! in 2020, we knew that it could delivery on all fronts for McDonald's and McDelivery.

With the sponsorship delivering over 65m impacts, over 1,700 TVR's to all adults and with the programme holding the No.1 slot in its timeslot 19 times for our target audience- McDelivery delivering I'm A Celebrity.... Get Me Out of Here! was a natural fit for McDonalds.

2. The Strategy

Working closely with Virgin Media Television, we identified an opportunity to continue with McDonald's sponsorship of 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 All Adults.

Even with the return of reality TV favourites such as Love Island in 2021, there was still a lack of new content across multiple channels due to COVID-19. This property continued to give our core McDelivery audience appointment-to-view TV content that they were starved of. With an incredibly strong series in 2019 and 2020, 2021 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 boasts a large and well-established audience (the show had a reach of over 2m Adults in 2020 – Source: Neilson TechEdge), meaning McDonald's have reached 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 2021, the sponsorship would be a platform to continue to showcase McDonald's 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.

3. The Plan

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

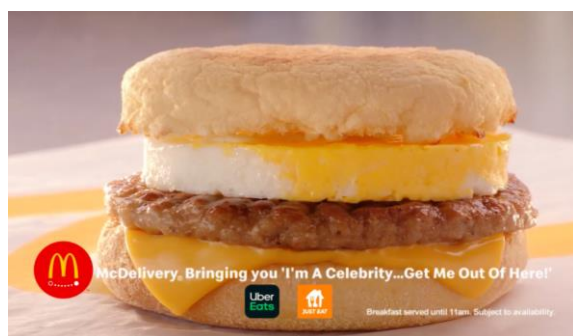
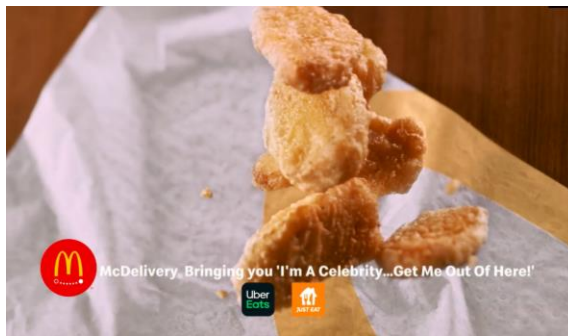
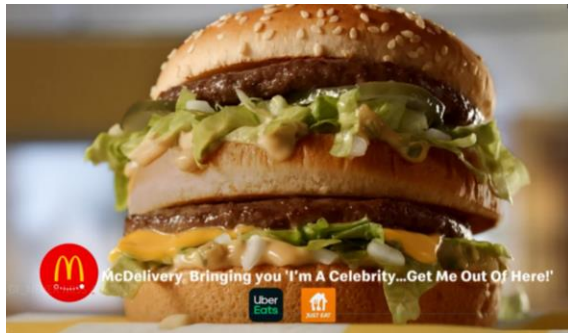
TV played a pivotal role in this sponsorship and all activations stemmed from this.

- **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.



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. A total of 968,000 impressions were delivered across the campaign on Virgin Media Player,

- On air promotion

McDonald's ran a 30" Cross Station Promotion which aired around the show on VM1 for the for the launch of the series running across the first 7 days of I'm A Celebrity. The promotion was created using McDonald's existing assets and gave one lucky viewer tuning in at home the chance of winning a massive €5,000 cash prize.

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.

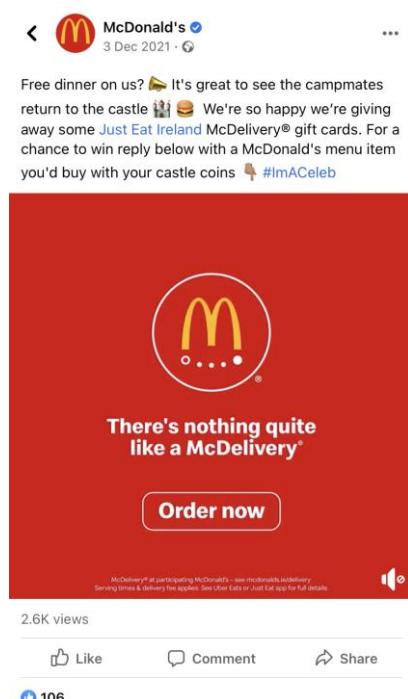
We also benefited from the fact that these promos carried across VMTV social support for the show, with our sponsor branding included.

Additional activation

- Delivery Partner Support

Outside of McDonald's own activation, Just Eat supported the sponsorship across their own platforms.

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



4. The Results

Outside of The Late Late Toy Show, I'm A Celebrity was the most watched programme in November and December 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 it was up against The Autumn Nations and World Cup 2022 qualifiers.

Rank	Channel	Date	Start time	End time	Dur min	Programme Title	TVR A15-34	'000 Actuals A15-34
No.1	RTE1	26/11/2021	21:35:00	24:08:59	154	Late late toy show, the	29.593	322.86
No.2	Virgin Media One	21/11/2021	21:00:00	22:37:59	98	I'm a celebrity...get me out of here!	11.679	127.42
No.3	RTE2	13/11/2021	15:17:00	17:15:59	119	Autumn nations series - live play - ireland v new	11.487	125.32
No.4	RTE1	31/12/2021	23:46:00	24:07:59	22	New year's eve countdown show	9.820	107.13
No.5	RTE2	13/11/2021	17:16:00	17:43:59	28	Autumn nations series - post match - ireland v new	9.406	102.62
No.6	RTE2	11/11/2021	19:45:00	21:38:59	114	European qualifiers world cup 2022 - live play - r	9.220	100.59
No.7	Virgin Media One	23/11/2021	21:17:00	22:28:59	72	I'm a celebrity...get me out of here!	8.974	97.91
No.8	RTE1	25/12/2021	21:36:00	22:06:59	31	Mrs brown's boys: mammy's mechanical merriment	8.951	97.66
No.9	RTE1	26/11/2021	24:14:00	24:15:59	2	Weather	8.805	96.06
No.10	Virgin Media One	22/11/2021	21:02:00	22:15:59	74	I'm a celebrity...get me out of here!	8.365	91.26

Impact: Analysing the TV stings, we reached 49.2% of all Adults (the broadest target audience available) achieving 65m impacts and over 1,700 TVR's with our 21-episode (1 x specials, 18 x main episodes and 2 x recap 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 the additional touchpoints that were deployed (promos, BVOD, 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 7,003 promos airing across the schedule from the start of the November until the finale on 12th Dec. These promos reached just over 2.2m Adults (60% of the population). For our core audience of 15-44's, they reached 41.8% of the population and 57.9% of HKWK.

There were 667,000 streams of I'm A Celebrity over the duration of the series, resulting in over 968,000 sponsorship impressions across VM Player and VM On Demand.

Together the value of all elements of the package, exceeded by over 173% the overall outlay for the sponsorship. This two-year sponsorship deal spanning both the 2020 and 2021 series has exceeded in the investment levels in terms of value returned to McDonald's. The 2021 I'm A Celebrity... Get Me Out of Here! sponsorship delivered a 1:66 Return on Investment.