

Moroch Partners uses social listening to target unique consumer needs in local markets

MOROCH

INDUSTRY

Marketing agency

SPECIALTIES

Multi-unit and franchise marketing with a local focus

CHALLENGES

- Helping McDonald's restaurant franchise owners in four separate Texas markets increase guest visits and sales
- Understanding target audience interests and pain points in order to gain fast food market share
- Developing a targeted digital campaign, with an emphasis on social media, to drive positive brand sentiment and enthusiasm
- Increasing McDonald's mobile app downloads and usage

SOLUTIONS

- Infegy social listening insights

RESULTS

- Exceeded guest count goals by 18.2 across all four target markets
- 83,447 increase in app downloads and usage across all participating target markets
- Exceeded average check goals on advertised digital offer by 10%

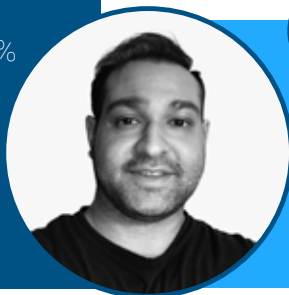


Moroch Partners is a full-service independent marketing and communications agency that builds brands through local market insights, strategy, multicultural understanding, and creativity. The agency's focus on local markets, combined with its data-driven approach, make it an ideal partner for multi-unit and franchise clients.

Identifying a target audience

Moroch Partners was tasked by McDonald's franchise owners in four separate Texas markets with increasing restaurant guest counts and sales. In particular, restaurant owners were hoping to target younger customers who had been favoring a different fast food restaurant chain over McDonald's. According to Saad Rana, brand strategist at Moroch Partners, "Our franchise clients wanted to connect specifically with the young audience that was frequenting a main competitor."

"We started using Infegy's platform to better understand what these young people were doing, where they were going and how they felt about different fast food restaurants," said Rana. Using Infegy's social listening data, the team at Moroch Partners quickly discovered that many young people were looking for a place to eat following Friday night high school football games. "High school football is a huge part of Texas culture, and everyone needs a place to get food after the game."



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“Our primary use of Infegy’s data was to learn about the people we wanted to target,” said Rana. To get to this, the team used geographic filters and sentiment insights. “Based on the data we gathered from Infegy, we quickly realized an opportunity to target the high school football crowd with a low-cost deal.”

An Infegy sentiment analysis provided the Moroch team with additional insight into this target demographic. According to Rana, “A lot of people were complaining about price inflation and how expensive many fast food restaurants had become.”

Turning Friday into “Fry-yay!”

The insights gained from Infegy’s social listening platform led Moroch to launch a “Friday Night Lights” digital campaign.

“Based on consumer sentiment data, we knew we needed to run a campaign based on price,” said Rana. “Social listening insights told us that our main competitor’s atmosphere and service were great, but its fries were only so-so. It was a great opportunity to promote McDonald’s World Famous Fries with a low-cost offer.”

The team ultimately launched a campaign with the tagline, “When these lights go out, ours are still on. Start a new tradition with free medium fries with any \$1 purchase.” In an effort to encourage app downloads, the deal required customers to download the McDonald’s app and opt into rewards.

Another version of the ad said, “Fridays are known for one thing in Texas... football. High school football just seems to bring people together. That’s why McDonald’s celebrates that spirit with free medium fries with any \$1 purchase, any day of the week, only in the app. So, hang out at McDonald’s and start a new tradition.”

Using social listening insights to drive campaign success

According to Rana, the Friday Night Lights campaign was overwhelmingly successful, “As a result of these efforts, we were able to increase McDonald’s guest counts across the board by several percentage points. We also achieved increased visibility across various social channels, increased revenue across the various co-ops, increased downloads and usage of the mobile app, and increased market share.”

It’s all about location

“A key to this campaign’s success was our ability to understand the unique needs and pain points of four specific markets in Texas,” said Rana. “Infegy’s platform allowed us to filter by regions to target geographic areas surrounding High Plains, North Texas, Greater Houston, and South Central Texas. This gave us an overall sense of what was happening in Texas as a whole, as well as unique insight into sentiment and pain points among customers in specific target areas.”

Results

By using Infegy’s social listening insights, the Moroch Partners team was able to achieve the following results for its four target markets (Figure 1).

Moroch Partners’ account supervisor, Abby Westbrook, commented on the success of the campaign, “The traditions around Friday Night Lights are a significant part of our Texas culture. High school football brings our community together, just like our local McDonald’s. When the idea came about, we knew it was one our customers would love as much as we did, and the success we saw proved that!”

According to Rana, “This campaign really resonated with McDonald’s target consumers and drove results for our franchise owners. The data provided by Infegy’s social listening platform was vital to the success of these marketing efforts.”

Figure 1:

Target market	Overall average guest count per restaurant, per day	Total active digital users	Digital guest count penetration
High Plains	(+)26.8	(+)17,500	(+)2.3%
North Texas	(+)24	(+)26,900	(+)1.10%
Greater Houston	(+)29	(+)26,960	(+)5.7%
South Central Texas	(+)9.5	(+)12,087	(+)0.5%