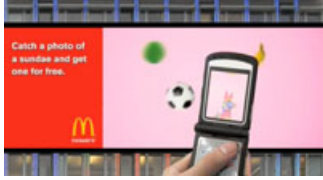


Happy snapping, happy snacking in Stockholm

McDonald's, Stockholm, wanted to connect with on-the-go consumers and find an innovative new way to communicate special offers and increase footfall in its restaurants.



[click to enlarge](#)

DDB Stockholm came up with an interactive billboard that challenged passers-by to take their camera phones and play a game of catch. The digital billboard animation featured lots of miscellaneous items bouncing around at speed.

In amongst the footballs, piñatas and creatures were McDonald's menu items. Passers-by were invited to try their luck at capturing the menu items on their mobile phone cameras. If successful, they could go into a nearby McDonald's store and redeem the item they photographed for free.

The offers were time limited to stop people forwarding photos to friends and McDonald's found that customers seldom bought only one thing when they got in store.

Using this ability to connect mobile phones with digital out-of-home, McDonald's is also providing customers with memorable interactive experiences.

For more, visit: <https://www.bizcommunity.com>