



Awards for Excellence in Public Relations 2007

The Client: McDonald's Restaurants of Ireland

The Agency: Gibney Communications

**The Entry: Launch of McDonald's Euro saver Menu
Advertisement starring Johnny Logan**

**The Categories: B) Consumer Public Relations
C) Media Relations
E) Integrated Campaigns**

Background

McDonald's Euro saver Menu (ESM) was first introduced to Ireland in 2002 following the Euro changeover, and has since been successfully exported to several other markets that McDonald's operates in. McDonald's ESM offers customers menu items for a promotional price of one or two euro, offering customers' even greater value for money.

While the ESM is a major contributor to McDonald's overall business, McDonald's wished to refocus their advertising of the ESM to engage with teenagers and young adults as opposed to a broader audience. Insights found that this group had a sense of being full of angst. This, combined with a low level of disposable income, meant that this group needed someone to 'Hold them Now'. Who better to do this than Ireland's hero, three time Eurovision song contest winner, Johnny Logan.

Johnny Logan's recent collaboration with Norwegian rapper Kaye Stiles, singing a remix of his 1987 first Eurovision hit 'Hold Me Now' had introduced Johnny Logan to Irish teenagers. The 'Hold Me Now' video had become a huge hit on YouTube.com and had catapulted Johnny Logan back into the lives of a new generation of Irish youth.

With Johnny Logan's new found appeal and relevance to Irish teenagers, Johnny Logan was cast as the new star of McDonald's advertising and interactive online campaign comprising of TV, radio, outdoor advertising and the launch of Johnny Logan's own Bebo site and the Johnny Logan site area on the McDonald's Ireland website.

A. The Brief – Opportunities and Challenges

Gibney Communications was tasked with developing a media campaign that would generate high national awareness of the new advertising and online campaign that would drive high numbers of people to both the Bebo and McDonald's websites. However, it was also essential that Johnny Logan was positioned as an integral part of the advertising campaign's humour and not the butt of the joke.

While Johnny Logan was a national figure his popularity and profile had waned over the past number of decades, so there was some doubt as to whether media and the public in particular the teen market would be interested in Johnny Logan's return to Irish screens. This presented a key challenge to the success of the campaign.

B. Statement of Objectives

- Connect with the Irish teen market
- Generate blanket national coverage for the initial launch of the advertising campaign
- Drive high volumes of traffic to McDonald's Bebo site
- Secure key high profile interviews for Johnny Logan to promote his involvement with McDonald's
- Generate hype and interest in the advertising campaign
- Position Johnny Logan as part of the humour of the advertisement and not the joke

C. Programme , Planning and Strategy

Strategy

To maximise media coverage and interest in the advertising campaign, Gibney Communications devised a two-phased media communication strategy. The first phase focused on the launch of the advertisement to media. It was decided that no media interviews would be given at this stage in order to secure a number of key high profile interviews in phase two, therefore delivering the highest audience reach for the campaign.

Tactics

Pre-launch

Prior to the launch, photographs were taken of Johnny Logan on the set of the advertisement shoot. A press release was developed to create high interest amongst the targeted media group, which included national news correspondents; show business, entertainment and gossip columnists; marketing media and producers of national broadcast chat shows.

Phase 1 Launch – Johnny Logan Back on Irish TV Screens

To coincide with the launch of the advertisement on the 10th January 2007, the press release and photographs of Johnny Logan as well as the advertisement was sent to target media. This created an immediate and intense interest amongst media, generating wide spread positive coverage in the national daily press titles.

Some Media Headlines

'Johnny Logan's McDonald's ad. Buy that man a burger'...The Irish Times Magazine, What's Hot

'Johnny's on the spot for a Big Mac deal'...Irish Independent

'Logan is the new face of McDonald's Euro saver menu'...Sunday Business Post

'Johnny Big Mac Logan Euro star's ad deal'...Irish Daily Star

'White-suited Eurovision hero is McDonald's new fast-food poster boy'...Irish Daily Mail

'Johnny Logan makes a comeback with a little help from the golden arches'...TV Now Magazine

'Two-time Eurovision winner Johnny Logan is starring in TV adverts for McDonald's'...Metro

'McDonald's Caps Off Impressive Year, Hires Johnny Logan'...Hospitality Ireland

In addition to the print coverage, the launch of the McDonald's advertisement became the talk of the nation, with high profile radio shows discussing the campaign throughout the day. In an unprecedented move, many of the radio shows played the MPEG of the advertisements, essentially giving McDonald's free advertising. Radio shows that discussed and played the advertisement included Marty in the Morning, The Gerry Ryan Show, Ian Dempsey Show, Mooney, the Strawberry Alarm Clock Breakfast Show and Newstalk's Your Call, Moncrieff Show, Eamon Keane Show and Late Night Live with Declan Carty. The launch of the advertisement was also carried on many news bulletins throughout the day on Newstalk, Today FM and 98FM.

Phase 2 – High Profile Interviews

Following the success of the initial launch stage and as per our strategy, Gibney Communications secured a number of high profile print and broadcast interviews with Johnny Logan on RTE's The Late Late Show, TV3's Ireland AM and the lead cover story of the Sunday Independent Life magazine.

Speaking on his involvement with the McDonald's advertising campaign; these interviews with Johnny Logan delivered a combined audience of over 1 million people. In addition the Late Late Show and Ireland AM showed the new McDonald's advertisement during the interview.

Issues Management – Johnny Logan High on the Political Agenda

Gibney Communications managed an effective rebuttal strategy in a humorous vein for McDonald's, in response to a political candidate's attack for language used by Johnny Logan in a Sunday Independent article. The rebuttal strategy worked and there was no fallout for McDonald's or for Johnny Logan.

D. The Measurement Stage

- Achieving our objective of generating blanket national coverage, generating hype and interest in the campaign and securing key high profile interviews for Johnny Logan to promote the advertisement, the PR campaign's total audience reach was 3.8 million people and the total editorial value of the generated coverage was €1.4 million
 - Audience reached national and regional press 2.4 million people
 - Audience reached national broadcast coverage 1.4 million people
 - Editorial value of the press coverage €534,806
 - Editorial value of the radio broadcast coverage €492,966
 - Editorial value of The Late Late Show interview €384,000
 - Editorial value of the Sunday Independent interview €225,810
- Achieving our objective of driving high volumes of traffic to the McDonald's Bebo site and connecting with the teen market, the online results were outstanding. In the first week the Bebo site had received 5,000 hits and 300 people had signed up to be Johnny Logan's friend. As it stands the Bebo site has over 25,000 hits and Johnny Logan has over 800 friends. In addition, the McDonald's ESM advertisement has been downloaded from YouTube.com over 10,000 times
- Anecdotally, the campaign became a major talking point amongst Irish teens, thus achieving a key campaign objective of connecting with this market. Research is currently being undertaken to quantify the success of the campaign with the teen market and it is expected that the research will be in line with observations to date.
- Johnny Logan is due to release a new album in Ireland, his first in 15 years. He will be announcing Irish tour dates later this year

E. Budget

Agency fees were covered by a retainer and come under the category of less than €12,500.00. Third party costs of the PR campaign were less than €300.

F. Appendix

Appendix 1 - Launch press release

Appendix 2 - Sample media coverage

Appendix 3 - CD of Johnny Logan's interview on the Late Late Show

Appendix 4 - McDonald's Euro saver advertisement 'Free Gaff'