McDonald's

Personalized Brand Advertising, Automated at Scale

Sunny version of the ad creative image.
"Frappé is a part of summer."

Targeting people near the McDonald's restaurants with weather-specific creatives

Challenge
How to keep creative interesting for the new summer desserts menu throughout the summer season while maximising campaign reach? This was the challenge facing McDonald's agency as they thought about ways to drive awareness in a relevant way without producing dozens of different creatives.

Solution
Using Smartly.io's Automated Ads, McDonald's was able to target their ads based on location and local weather data to cities with McDonald's restaurants. The ad copy and images reflected each city's' real time local weather conditions. What could be more relevant than a cold Caramel Frappé on a hot day from a restaurant nearby? The Indulgence Desserts menu items were also promoted as quick pick-me-up on rainy days.

The solution resulted in automated, personalized, and weather-customized ads easily scaled across McDonald's 65 restaurants in Finland.