

McDonald's: Finding a Place for Play

Can a Digital PlayPlace™ Measure Up to a Physical One?

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The Challenge

Families are at the center of McDonald's long and successful history, but both the concern for physical play and worry over the dangers of physical PlayPlaces™ have increased at the same time. Simply eliminating the PlayPlace™ isn't a solution when it comes to retaining the consumers that need ways to keep their kids active, places to play on a rainy day or simply experiences beyond just dining.

“Families are at the center of McDonald's long and successful history...”



Millennials, ages 21-34 and the group most likely to have young children, statically show both a greater emphasis on health and a larger appreciation for technology. But, there's a contradiction there—traditional electronic play is the opposite of getting active. Tablet-based systems are one alternative to the traditional PlayPlace™, but do very little to encourage physical play. Besides being a sedentary, solo activity, tablet-based systems still need to be sanitized and introduce a risk for theft.

This cultural emphasis on both health and technology comes at the same time that McDonalds is working to revive its brand image and combat the negative health associations with fast food. By putting positivity at the forefront with “I'm Lovin' It,” revamping the menu and putting a priority on the in-store experience, McDonald's is working to rebuild as a family brand—but is it enough?

The Solution

BEAM by EyeClick is a projection-based gaming system that both encourages physical activity and eliminates the need for constant maintenance. Unlike other systems, there's no screen, so there's nothing to clean up and nothing to steal.

BEAM is a one-piece projector system that's easily installed in the ceiling. Because of the projection design, BEAM creates a place to play out of any space using an existing table or simply the floor. As a motion-sensor system, BEAM encourages physical play in games like ice hockey, soccer and a giant floor piano, as well as educational games and options that even the adults enjoy getting in on.

Unlike other gaming systems, BEAM encourages both physical play and interaction with up to 15 kids (and kids at heart) able to play at once. There's no complex calibrations or extensive set-ups and both in-person and remote support is included. Countless games are available at no extra cost—and McDonalds branding can even be incorporated in every one of them.

BEAM is now installed in thousands of businesses across the globe—but what do McDonalds franchise owners and even more importantly, their customers, have to say about the interactive gaming system?



How BEAM Creates Results

Nearly 150 parents were surveyed at the McDonalds branch in Sendai Okino, Japan, by the independent research group Ipsos Connect. 60 percent said the kids enjoyed BEAM more than the physical PlayPlace™. But besides just enjoying that first visit, 70 percent said BEAM increased their kids' desire to come back. Parents cited both the fun factor and the lowered risks as reasons they'd become regular customers at the branch.

McDonald franchise owners across the globe agree with the study's findings, saying that adding BEAM to their location has helped increase repeat customers and traffic overall.

Besides enhancing word-of-mouth marketing, franchise owners added that the BEAM system has added brand value. Along with demonstrating their businesses' commitment to both physical play and continual improvement, BEAM's branded games have helped to build the McDonalds image overall.



Besides increasing revenue by both getting more people through the door and encouraging longer visits, the BEAM system has also helped to reduce expenses. With no screens or physical play equipment to sanitize or repair, BEAM has helped to eliminate clean-up costs. Because BEAM only needs a small amount of floor space or even an existing table, BEAM has also allowed for play areas inside facilities that would otherwise be considered too small. BEAM games require no instruction to start, so there are no supervision expenses added either.

By both bringing in more revenue and cutting maintenance costs, BEAM has helped multiple McDonald's franchises across the globe expand their family focus and grow their profits.

How BEAM Creates Results

From South Africa to Spain, the pilot McDonald's franchises have spoken: the BEAM interactive gaming system has increased repeat customers, boosted overall traffic to their restaurants, built customer loyalty, and added value to the brand. A convenient, low maintenance, and powerful approach, the BEAM system by EyeClick has helped these franchise owners turn their restaurants into thriving sites of celebration and play:



Longer Customer Visits

"Because of BEAM, our customers stay longer and order more food, ice-cream and drinks."

- Renske van Mameren,
The Netherlands



Attracts New Customers

"The kids love it. Families love it. We are attracting kids who bring along their families and this is what we aim for."

- Bruce Mosetlha,
South Africa



Encourages Repeat Customers

"Kids and adults love to come and play. Parents can relax while the kids play. The EyeClick system encourages repeat visits."

- Richard Niadzani,
South Africa

But BEAM is more powerful than simply a big boost in sales. BEAM's projected games introduce a spirit of wonder and fascination into the fast food experience. It's no wonder that companies who use BEAM report an increase in brand value and loyalty; customers crave a departure from the everyday, and the last place they think they'll find it is over a quick family meal. BEAM helps you offer that unexpected something special that will transform the stressful into the spectacular. It's a gift you give your customers that they won't soon forget, and will be happy to repay in repeat sales and authentic word of mouth referrals that will lead to greater traffic and positive buzz about your franchise.

For more information about how your business can get started with BEAM, please visit us at www.join-beam.com or contact us at contact@eyeclick.com or 914-273-4634 today!