



# 15 Years of Supporting Community Football

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2017 was a milestone year for McDonald's, celebrating 15 years of their long term community football involvement and achievements showcased through a strong activation and communications plan

## Objectives

- Increase % parents aware of McDonald's community football initiatives
- Improve brand perceptions
- Increase brand trust (*ultimately increasing frequency of visit*)

## Execution

- Showcasing McDonald's 15 Years of Supporting Community Football via:
- A fully integrated campaign including activation of FA Community Shield, Women's EURO Broadcast Sponsorship, Channel 4 TV ATL campaign & full grassroots programme

## Results

- 52% Parents now aware McDonald's supports Community Football (vs 39% in 2016)
- 63% parents trust McDonald's (vs 51% in 2016)
- 60% recognise "McDonald's is involved in my community" (from 45% 2016)

