



Publicis + McDonald's
ANA Email Experience Council's Best Cross-Channel Winner
Famous Orders

Famous Orders | Email Creative Summary


 [Click to view online](#)

the Travis SCOTT

\$6 MEAL

Quarter Pounder®* with Cheese
+ Bacon + Lettuce
Med. Fries
+ BBQ Sauce
Med. Sprite®

JACK
+
SCOTT



This Limited Time Collab is Live!

The Travis Scott Meal for \$6^ just dropped! Order with contactless Mobile Order & Pay^, plus access exclusive merch and more.

[Download the App](#)

Conditions apply. See App for details.


Drops Today

McDonald's + Cactus Jack Merch

Go all-access with exclusive Travis Scott merch—available now.

[Shop the Merch](#)



 **itado • limited time collab • colaboración por tiempo limitado • lim**


Mi Gente, Introducing...

the J x BALVIN Meal

Get J Balvin's meal using the offer in our App and the OREO® McFlurry® is FREE.*

[Download the App](#)

FREE ON THE APP




iLego!

\$1 Any Size Soft Drink^

There's a soft drink for every vibe on the \$1 \$2 \$3 Dollar Menu.

[Add a Drink](#)



 **Email Sneak Peek**


Happy Holidays From McDonald's

Get ready to enjoy **FREE** McDonald's favorites every day with \$1 minimum purchase*—only in the App.^

[Add to Calendar](#)

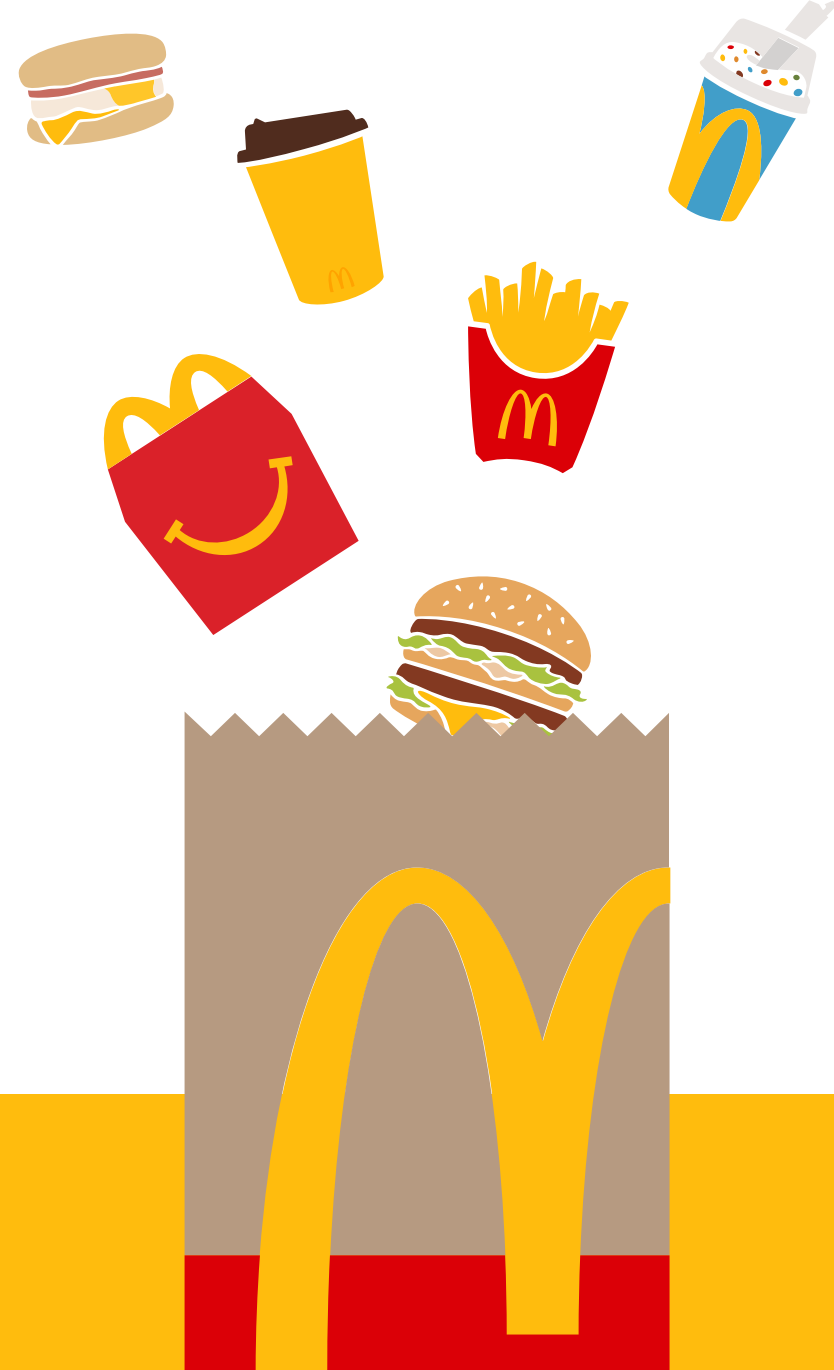
Free Holiday App Deals

December 14-24



limited time

*At a program level, the 2020 Famous Orders campaigns more than exceeded targeted goals, showing a **49% increase in new customers** (more registrations and faster adoption), **44% increase in existing customers** (higher level of retention), and overall **shrinking base of lapsed customers**, for an optimized marketing funnel.*



Famous Orders | Email Performance Summary

TRAVIS SCOTT



PRE-BUZZ EMAIL

19.0% Average Open Rate

LAUNCH EMAIL

20.4% Average Open Rate

9.9% Average Click-To-Open Rate

BOUNCEBACK EMAIL

20.3% Average Open Rate

12.5% Average Click-To-Open Rate

J BALVIN



LAUNCH EMAIL

20.6% Average Open Rate

10.4% Average Click-To-Open Rate

BOUNCEBACK EMAIL

15.2% Average Open Rate

9.9% Average Click-To-Open Rate

APPSTAKES EMAIL

15.4% Average Open Rate

8.4% Average Click-To-Open Rate

HOLIDAY DEALS



PRE-BUZZ EMAIL

19.1% Average Open Rate

13.5% Average Click-To-Open Rate

LAUNCH EMAIL

17.6% Average Open Rate

22.2% Average Click-To-Open Rate

Famous Orders | Cross-Channel Team

Publicis Power of One Lead: Kristen Miller

Publicis Creative Lead: Vincent Shine

Publicis Project Lead: Natalia Benavides

Travis Scott

CRM

- Associate Creative Director: Jason Kertz
- Senior Art Director: Michael Poenar
- Senior Art Director: Margaret Raczowski
- Senior Copywriter: Wesley Chaderton
- Project Lead: Emma Lahvis

.COM

- Associate Creative Director: Jason Pikar
- Lead Experience Designer: Jessica Montagne
- Associate Art Director: Alina Chong
- Associate Copy Writer: Simon Shea
- Senior Copy Writer: Mark Kohler
- Project Lead: Amanda Sherrod & Brad Blalock

Mobile App

- Creative Director: Shane Dubay
- Art Director: Ika Lestari
- Senior Copywriter: Sarah Whalen
- Project Lead: Natalia Benavides

J Balvin

CRM

- Associate Creative Director: Jason Kertz
- Senior Art Director: Michael Poenar
- Senior Copywriter: Wesley Chaderton
- Project Lead: Emma Lahvis

.COM

- Associate Creative Director: Jason Pikar
- Art Director: Ray Ito
- Associate Art Director: Alina Chong
- Project Lead: Amanda Sherrod

Mobile App

- Creative Director: Shane Dubay
- Art Director: Ika Lestari
- Senior Copywriter: Sarah Whalen
- Project Lead: Natalia Benavides

Holiday Deals

CRM

- Associate Creative Director: Jason Kertz
- Senior Art Director: Margaret Raczowski
- Senior Copywriter: Wesley Chaderton
- Project Lead: Emma Lahvis

.COM

- Associate Creative Director: Jason Pikar
- Art Director: Ray Ito
- Associate Art Director: Alina Chong
- Project Lead: Amanda Sherrod

Mobile App

- Creative Director: Shane Dubay
- Art Director: Ika Lestari
- Senior Copywriter: Sarah Whalen
- Project Lead: Natalia Benavides

THANK YOU

